Dear Colleague,

For over 40 years, I've had the privilege of helping people work with their minds, their bodies, their emotions, their spirit and their finances – but there's nothing like having your own business to create real freedom for yourself.

There are many talented people in the current economy who are redesigning and reengineering their futures. In this series, I'll introduce you to 12 of these such people, and I hope they inspire you.

Many people go into business for themselves to create more time and more freedom – and yet their business ends up eating up all their time and energy. When I created Money Masters, I was specifically looking for tools that would give business owners more *leverage*. What would allow you to serve your customers better than ever before, in less time and make it more profitable for you? What are the best of the best practices I could bring to you?

I also wanted to share real strategies and real tools from real role models. In Money Masters, you'll meet entrepreneurs who started with nothing and built successful businesses. In some cases, they only have one or two employees, while bringing in seven and eight figures in revenue.

These are the best of the best. They are real people who will provide you the tools you need to model their success with integrity. They are adding real value, and they are making a difference. They want to serve their customers, and they want to have a good time doing it.

I learned early on in my career that success leaves clues. It is my promise to you that this series will help you convert decades into days when it relates the learning process. For each of the Money Masters I interviewed, I've included a summary of their best strategies, along with an article directly from each one. At the end of each section, you'll find an Action Plan to help you implement what you've learned in your business.

Whether you're starting your own business, simply considering it or already running a successful one, this is your chance to engage a mastermind. It is my hope that, through this series, you will be empowered to make the next step toward success. I hope you utilize these tools to not only connect with your clients, but also make better connections with them that lead to lifelong relationships. Through these relationships, I also hope you find the financial freedom and the personal freedom you deserve.

Live with passion!

Tony Robbins

"The only way to become wealthy is to add more value to people's lives than anyone else is adding."

– Tony Robbins

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NOTES

"Try not to become a man of success.
Rather become a man of value."
– Albert Einstein

As you meet the 12 entrepreneurs profiled in Money Masters, you'll see several concepts underscored in their philosophies. By following these principles, you'll be able to multiply your impact – and transform the economics of your business.

Giving: When you give out of the desire to add value, you build *reciprocity* with your customers. Robert B. Cialdini's book, *Influence: The Psychology of Persuasion* dives deeper into this principle, in which people feel compelled to give back to someone who has offered them value. The bottom line: When you come from a place of giving and adding value, you reap tremendous rewards. When you come from a place of fear, you are less inclined to give – and get back.

Integrity*:* Raw and real sells. That has never been more clear in this era of social media influencers who let it all hang out and build tremendously dedicated followings as a result. Think of it this way: Perfection is seldom trusted. People want authenticity. By posting imperfect videos of case studies and testimonials showing real people and real successes, you represent someone the consumer can relate to. People want to do business with other people, not brands or corporations.

Spirituality: Business is a spiritual game when you take your vision and make it real. However, the only way it works is if your vision adds more value than anyone else's.

Passion: Success is 80% psychology and 20% mechanics. When you love what you do, business has a different tone. It feels fresh and playful. Those people who are truly successful have the strategy – but they also have the passion. The experience itself feeds them.

Connection: Having a conversation where you're truly connected to the person you're talking with has to be one of the peak experiences in life. And although we have more options for entertainment than ever, they leave many people fundamentally bored and desperate for a true connection. People today are hungry to be engaged. Meet this need, and you'll create a loyal following.

NOTES

"The successful warrior is the average man,
with laser-like focus."

– Bruce Lee

Jeff Walker started with $400 of disposable income for his entire family. Along with some creative ideas about how to market products on the internet, he developed the Product Launch Formula, a classic launch strategy that thousands of students in hundreds of niches have used to launch their businesses from scratch. Today, Jeff's students have generated more than $1 billion in sales, and that number grows every day.

Today, Jeff lives in Durango, Colorado with his wife, Mary. Through the power of the Product Launch Formula, he runs an incredibly successful business and continues to teach entrepreneurs from around the world how to launch the business of their dreams. He's also become a *New York Times* #1 best-selling author, and regularly holds live events that draw 1,000+ attendees.

How Jeff Got Started in Internet Marketing

Jeff launched his business from his babies' changing room. It all started with a free email newsletter sent to 19 people, way back in the early days of the internet in 1996. People loved the free content about investing in the stock market, but the newsletter wasn't making any money.

At that point, Jeff knew he needed to sell something, but he kept delaying because he knew he wasn't a salesman – and he didn't know how to ask for the offer. So he kept sharing free content. By the time he *finally* made his first offer, people were really excited to buy.

Jeff used that same approach to create a launch process, and he kept tweaking his strategies. When he shared what he learned about launching new products and businesses with some other entrepreneurs he knew, their results were incredible. The Product Launch Formula was born.

Since its creation, Jeff's Product Launch Formula has been responsible for creating countless new entrepreneurs.

The Key to a Product Launch: Reaching Millions

Jeff believes that the secret to a successful product launch lies in finding a way to engage with a million people at once.

Many people believe that the best means to make any sale is a face-to-face meeting, which gives you instant feedback. When you're sitting across from someone, you can see immediately how your message is being received. Additionally, when people can talk in person, it tends to create a more authentic connection.

However, the main drawback to the face-to-face meeting is that you can only make one sale at a time. The Product Launch Formula, with its series of direct-to-camera videos, is a means to solving the dilemma of needing to make a face-to-face sale while reaching more than one person at a time.

Ironically, Jeff's initial idea for the product launch came from a fear of asking for the sale. He was uncomfortable with selling, and, because of that fear, he never really considered himself any good at sales. So instead of asking for the sale up front, he provided free information, adding value first and developing the relationship before he ever asked for anything in return, which became the basis for the Product Launch Formula.

"The way to get started is to quit talking and begin doing."
– Walt Disney

10 Keys for a Successful Product Launch

Whether you are starting with 19 friends and family on your list, like Jeff did, or 40,000 names in your database, these strategies will help you put together a powerful product launch.

1. **Find Your Niche**

   Think about areas in which you are passionate or have expertise. Don't focus too much on creating a product yet. Instead, focus first on asking yourself questions like: What do people often ask you about? What would be easy for you to write about every day? Consider current hobbies you have or those that you have always been interested in learning about. Jeff originally wanted to pursue a carrier in financial planning. By learning and writing about what he was truly interested in, Jeff found the catalyst to develop his launch system.

2. **Tell Your Story**

   Once you have found your niche, it's time to get your message out. Use video, audio, PDF reports, a well-written blog post or a webinar to get exposure. Start to build a following by being consistent and interesting. If you have an existing business, create a YouTube video illustrating that you are a just regular guy or girl who wants to share your experiences. Take a look at the following examples from real-world companies:

   - *Auto service company:* You might use a script like, "This is Jeff. I just wanted to check in. I know people are getting hurt by the economic times. A lot of people will put off the basic maintenance of their vehicle to save some money. We're still here, and one of the best investments you can make is keeping your car in tune. Let me show you why...I am going to be putting more of these videos together to show you some of the things you can do for free. You don't even have to come in and see me. My son told me about putting videos online and I thought I would try it out. I am not even sure if it will come out. Talk to you again soon."

   - *Denver farming co-op*: Film the process of how a farm is using both animals and manual farming machinery to become self-sustaining. This type of content touches people who might be fascinated by the techniques.

   - *Maine lobster fishermen*: A company offered consumers the ability to rent a lobster trap for a season. They not only reaped the products and profits, but they also got a video feed of their personal trap being pulled from the water. This creates community, even if you are sitting in your New York City apartment, watching your video.

   - *Jeff's sister-in-law and meal planning:* Jeff's sister-in-law does an incredible job of meal planning. She started with a small blog, focused on what she knew. She began to gain the interest of her followers who wanted advice from her on how to create meal plans for their families for a week or two. The more content she released about her techniques, the more interest developed. She posed questions to the viewers about what they would like to see, and her readers provided her everything she needed to know to fill their need with a new product.

3. **Add Value First**

   Provide free information to your readers that adds value to start the relationship-building process. You'll become known as the expert in your niche simply by knowing 10% more than your audience – and being willing to give it away for free.

4. **Create a Gradual Sales Approach**

   With traditional internet sales letters, Jeff knew that people often only read the beginning of the letter and then scroll to the bottom of the letter to see the cost. Instead of writing a 30-page sales letter that no one would read, he would change the paradigm and create 30-day process known as the *Sideways Sales Letter*.

   By sharing a bit each day and educating the consumer by sharing good, solid content, you're much more likely to get your point across.

   Start with a headline that catches your prospect's interest. Start to tell your story by releasing a video, an audio or a PDF that tells your audience that you're considering creating a product – and that you're curious how it could impact their lives. Invite them to share whether they're interested and ask for any questions they may have. By engaging potential customers by asking them what they really need, you can create a product perfectly matched to those needs.

   By breaking your sales letter up and encouraging people to comment at every touchpoint, you'll start the conversation around your product and build a relationship with the customer. By the end of the 30 days, your sales letter doesn't feel like a pitch but a valued-added service.

5. **Build a List**

   Begin by adding an opt-in feature on your website to capture email addresses in exchange for valuable content. Once you have amassed some subscribers, ask them to take a survey to understand their needs.

   Additionally, within the first few days of your launch, you can also ask clients to opt in by signing up for more information. Keep these leads on a different list so that if these prospects choose to unsubscribe, they can simply unsubscribe from the launch list but stay on your main list.

   Remember: People are starved for attention. By giving them your attention first by addressing their needs, you'll build reciprocity.

"Shot Across the Bow"

This is Jeff's term for the first messaging you send out that mentions you're creating a product. During this process, you let someone know that something is coming – your product, in this case – without making them feel like they are being sold anything.

6. **Engage the Consumer**

   Your clients' needs are constantly changing. To make sure you stand out and keep these clients, you have to serve them on a different level. Make your prospects and clients feel like a part of the development process. Ask them about what they need, what they are looking for and what problems they want solved. This feedback will help you tailor your offer to give them exactly what they want and need, while making them feel connected to you and the process.

7. **Overcome Objections**

   The secret to sales is overcoming objections. If you can solve someone's problems, you will have an instant fan. If you know more about their problems than they do, they will instantly see you as the expert.

   Find out the questions your prospects have and answer them. If you lead with answers before objections can be raised, it is more difficult for a prospect to say "no."

8. **Build Momentum**

   The launch system builds momentum. It can instantly get rid of any doubts you have about your own product. If you launch with any uncertainty about what you're delivering, the growth of your list and the type of feedback you receive will validate your progress. Within the final five days of a launch before the offer goes live, ask more questions and handle more objections. Keep building more excitement up through the release of the offer.

   Sustain momentum by building tension. Create a vision of what you can provide. Do this through videos, audios, PDFs, etc. Get customers excited by solving their problems and sharing your story. As you continue to give information away, the anticipation of what comes next will grow.

   Add extra touches within the launch to help heighten the experience. One of Jeff's favorite examples comes from a tremendous restaurant dining experience that was topped off with a handwritten note, chocolates and bottled water in his car when he left. All of those small touches add up. Make sure the first and last impressions you make with your prospects and customers are well thought out. Like the restaurant example, build on the experience in very inexpensive, yet thoughtful ways.

9. **Develop a Launch Sales Strategy**

Lead up to what the cost will be. This will allow you more opportunities to equate value with the offer. In the final three days, announce another piece that you're adding to the product at no extra cost. Follow it up with yet another add-on the next day. This cumulative effect will build tension, increase value and pique the interest of your prospects.

Create a deadline. The deadline should not be any longer than one week for big launches or a few days for smaller ones. These deadlines also work to structure your own work. Accountability to your consumers can be the antidote to procrastination.

Create scarcity by making a limited-time offer or by restricting the quantity.

Leverage urgency by creating time frames for bonuses to be eliminated.

10. **Manage the Live Launch Schedule**

Just as with the entire launch process, your live launch should tell a story, rather than sounding like a sales pitch. Be realistic with your launch schedule so that you can manage it effectively. Plan on three to four launches per year, not every month.

The Stacking Process: As you head into the last few days of the launch, pivot a little bit and start to talk about the product. Especially if it's a higher-priced product, your customer has to understand what they're getting. Define the product, share the price and begin to build the value. In the very last few days, you can add another piece to your offer, and add another thing the next day. Pile on more items day after day, which creates a cumulative effect the customer can't resist.

You also want to include some negative impacts if they don't take advantage of your offer. For example, your prospects have only a set amount of time to take advantage of the offer or they miss out or lose the bonuses.

The Walker "W"

The first 24 hours there will be a spike in sales, then you will see a drop at which time you can offer additional content, bonus or payment plans. Sales will rise again and then you can repeat the added-value items again to create another spike.

"It doesn't serve you or your audience to play small."
– Jeff Walker

8 (MORE!) WAYS TO MAKE YOUR NEXT PRODUCT LAUNCH A CRAZY SUCCESS

By: Jeff Walker

Every time you launch a new product, you have the chance to drastically increase your profits. In order to get the most out of every product launch, leverage these eight crucial steps to make your next launch a crazy success.

1. **Turn Your Product Launch Into an Event**

   Your prospects have millions of different marketing messages competing for their attention all day long. You can break through that fog and get tons of eyeballs looking in your direction. Here are three easy ways to do that:

   1) *Use anticipation.* Let people know your product is coming long before it's available. There's a reason that you see movie trailers many months before the movie is released.

   2) *Be sure to encourage interaction in your launch* – comments on your blog, comments on your video, people sending in videos (or posting them on YouTube). Excitement breeds excitement. When people see that others are excited, they get excited as well. And don't be afraid to show that you're excited!

   3) *Get joint venture partners involved.* This way, your prospects will often be hearing about your launch from multiple sources. (More on joint ventures in #6.)

2. **Sequential Touches**

   Don't ever count on one touch to make the sale. (I define a "touch" as a single email, video, audio or special report.) Use sequences to tell the story of your product launch. This keeps people's interest up and gets them salivating to buy your product before the actual launch. Here are three ways to build out your launch sequence:

   1) *Survey your prospects before the product is finished.* Your survey works really well as the initial shot across the bow to hint that something is coming.

   2) *Make a video.* Video is the single greatest selling medium of all time. Most people would rather watch a video than read a long email or blog post.

   3) *Answer objections*. Making a sale always comes down to overcoming objections. If you can overcome your prospect's objections, then you'll make the sale. In a launch, identify those objections as part of the launch process – or before it even starts. You can do this in your videos, blog posts or emails. The best part is that you can often do this before the prospect realizes they are being sold to.

3. Mixing Your Media

Be sure to use different media to get people's attention. That means using your email newsletter, your blog, online videos, social media and audio messages. The more ways you can talk to your potential customers, the more chances you have to get them to want your new product. There are three key things to remember when mixing your media:

1) *Never assume that people have seen or read or watched all your pre-launch content.* Provide some back story in each piece you publish. Think about the way many TV shows use a mini-recap at the beginning of each one. You don't need to be quite so elaborate, but, at a minimum, provide links to previously published launch material.

2) *Keep your video as short as possible*. It's much easier to keep a video interesting if it's five minutes long than if it's 20 minutes long. And when you use video, worry as much about the sound as you do the picture.

3) *If you're going to publish lengthy text, think about publishing it as a PDF report.* People value PDFs more highly than copy on webpage or in an email. And, they're much more willing to read long copy when it's in a PDF.

4. Use Social Proof

Social proof is a mental trigger that you can use to make people want to buy from you. Basically, when people see other people doing something, they will tend to do it as well. That's social proof.

If you can show that other people like your product, and that they are buying your product (or they plan to buy), then you will have an easier time convincing other people to buy.

Your pre-launch is a great time to create social proof. Here are two ways to create instant and super-credible social proof:

1) *Get lots and lots of people commenting about your product.* Your prospects will see that there are other people who are excited about and want to buy your product. That will make them more inclined to buy your product as well.

One easy way to make that happen is to create a contest where you give out a prize to someone who leaves the best comment. You can even give the winner a copy of your product. This will drive the comments (and the social proof) through the roof.

2) *Another way to use social proof is with testimonials and case studies about your product or service.* (A case study isn't much more than a long testimonial with details on how someone used your product.)

For example, in one of my launches, I published a powerful video case study of a man named John Gallagher who literally went from food stamps to a six-figure business. This case study included a full interview with John.

At the end of the case study, we invited the audience to comment. Within a couple of days, we had over 300 raving comments from people who watched the case study.

5. Use Scarcity

Scarcity is another mental trigger that makes people buy. It sounds simple, but it's incredibly powerful: When there is less of something, people want it more. Your product launch gives you a unique time to use scarcity. Here are three ways to create big-time scarcity in your launch:

1) *Limit the number of products available*: "We only have five Mustang convertibles total, and four are already rented out. Do you want me to see if I can reserve that last one for you?" You can see how that could get people excited. Do the same thing in your launch.

NOTE: Limiting the quantity can also limit your sales, but you can always re-launch your product down the road. Often, you'll end up making more money in the long run if you do it this way.

2) *Offer a special launch price offer*. In other words, discount the price during the launch. If people don't act then, the price will be higher when they buy it after the launch. In essence, the message is: "You can pay me now or pay me later, but, if you wait, it will cost you more."

3) *Offer special bonuses during the launch*. It's great to use information products or additional training because they are often easy to create and inexpensive to manufacture. People will jump on board during the launch just so they don't miss out on the extra bonuses.

4) *BONUS STRATEGY: Combine the different types of scarcity to multiply the effectiveness.* For example, if people don't buy during the launch, the price goes up AND they miss out on the extra bonuses.

ONE MORE THING: Whatever you do, be sure to warn people ahead of your deadline. Your prospects will respond to these deadlines like you wouldn't believe. Get ready for a rush of orders right before the deadline. Send a last-minute notice 24 hours before the deadline, and again about six hours before the deadline.

6. Use Joint Venture Partners to Turbocharge Your Launch

All these launch strategies get a lot more powerful when you get joint venture partners on board.

Basically this is how a joint venture works:

1) Find someone with a related business.

2) They promote your launch to their prospects and clients.

3) When the people they refer to you buy your product, you pay them a commission.

This is a VERY powerful strategy. Basically, you are shortcutting the process of going out and finding prospects and going directly to the source.

When you get other people promoting your launch on a joint venture basis, you multiply the effectiveness off your launch.

There are two major steps to working with joint venture partners:

Step 1: Identify Your Joint Venture Partners:

1) Go to Google and search for your primary keyword. Create a list of the top 20 search results. Do this for both the organic results and for the paid results. Create this list in a spreadsheet so you can keep track of them all.

2) Visit each site. Look around the site to see if they are collecting email addresses. If they are, that means they have a list.

3) Join their list and to see what they are publishing – and what they're promoting.

4) Identify the best matches for your product, and start to contact them. The best way to contact them is via phone, next best is a FedEx and next best is first class mail. Worst is email. This might sound counter-intuitive, but email doesn't work well for cold introductions to joint venture partners.

When you contact them, remember that the most important thing to concentrate on: what's in it for them.

Step 2: Working with Your Joint Venture Partners:

1) Once you have your joint venture partners on board, you need to give your partners a reason to email their lists when you are still in pre-launch. Do this by creating some type of content for them to mail to their list. The content should be high quality, and it should lead them back to your site so that they can join your pre-launch list.

2) Communicate with your partners throughout the launch. Let them know what's coming and why they should continue to send you traffic. Keep giving them reasons to mail multiple times. The easiest way to give them lots of reasons to mail is by creating several different pieces of pre-launch content, released at different times.

7. Don't Be Afraid to Mail

The launch and your pre-launch sequence will give you lots of reasons to keep mailing your prospects. This will help you create that series of touches I talked about.

This is great because it gives you lots of opportunity to influence your prospects. Since you are contacting them with great information before you try to sell them, it's easier to be a welcome guest instead of an unwanted pest.

Sometimes, people will hesitate to send multiple emails during their launch. Don't hesitate. If you are going to have a successful launch, then you need to mail – and keep on mailing.

Each email is a touch and you want to keep touching your prospects. But you also want to have a reason for each touch. Don't just email them for the sake of emailing. No one wants to get an email telling them to watch out for another email in a day or two.

One of these touches could include an email to survey people about what they want to see in the product. This is a great way to figure out exactly what you want to include in your product. (And a great excuse for a touch!)

After the survey, you can email your list to thank them for their response and tell them about what you learned. By doing this you start to create some buy-in and ownership of the process among your list. It's almost like you're turning them into your partners.

You can follow that email up with one or more emails that answer some of the questions that were raised in the survey process. Take one question per email, and answer it thoroughly. What you are doing is answering objections, which is CRITICAL if you're going to make a sale. None of these messages are hype-filled sales messages. You are either asking for or giving solid information in each message.

As you get closer to the launch, your email frequency should increase. Start to talk more specifically about the product, your offer and what to expect when you finally launch your product.

Part of why launches are so effective is that you have lots and lots of reasons to touch your prospects. This might sound like a lot of work, but it really isn't hard to do at all, especially when you consider the enormous payoff.

8. **Perfect Your Product Launch**

   The single best thing about your product launch is that it's just your FIRST launch.

   You can take what you've learned and do it over and over again. Each time, it will get bigger and bigger. Soon enough, you'll be thinking about your own six-figure launch, and eventually even a seven-figure launch.

So good luck – and go get 'em!

Your Action Plan

The first step to lasting momentum is by taking massive and specific action in the moment. Take a minute now to think about Jeff's strategies and how you can apply them to your business – or your life.

1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?

2. What are two actions, one big and one small, you can take right now? What will you immediately do today to make the biggest difference in your life?

   Big:

   Small:

NOTES

"The secret of success is to do
the common thing uncommonly well."
– John D. Rockefeller Jr.

Internet marketing expert Frank Kern is the creator of Behavioral Dynamic Response, an automated marketing method that speeds up your sales cycle by customizing your marketing messages based on your prospect's behavior. Recently, he teamed up with entrepreneur Grant Cardone to start the Cardone Kern advertising agency, which specializes in helping small businesses get customers from the internet.

Although Frank currently runs a wildly successful business, his journey to success wasn't always easy. He began his career as a door-to-door credit card machine salesman in Macon, Georgia. Walking around in a black suit in 100-degree heat was not the life he had envisioned for himself. So when he found an ad for making money online, he decided to give it a try.

Frank's early internet marketing days were in the glamorous world of parrot training, where he learned the fundamental principles for marketing online, as well as how to replicate them in order to build on his successes.

Frank's flagship product, Mass Control, was a revolution in marketing when it was released in 2008. Through a masterful explanation of psychology techniques, language patterns and relationship marketing strategies, Mass Control helped its students establish a deep sense of trust with their clients. In fact, Mass Control helped one company alone make $18 million in 24 hours – a record in the field that's been hard to match. Its strategies remain powerful to this day.

Today, Frank is one of the most sought after direct response internet marketing consultants and copywriters on the planet. He lives in Florida with his wife, Natalia, his four kids, two bunnies and a dog named Charlie Murphy.

How Frank Got Started in Internet Marketing

Frank discovered the internet through an ad for a course to make money online. Initially, he thought it was a scam. Moved by desperation – and realizing his alternative was continuing his door-to-door sales job – he decided to give it a try.

Frank bought the course and applied only one of its 300 pages, struggling through trial and error. In a search for additional resources, Frank purchased a set of tapes that told the story of a man selling a $300 manual on training parrots to talk. Although he thought it was the most ridiculous thing he'd ever heard, he decided to try the exact same thing online. He figured that if people were already reading these ads and writing $300 checks for the book, then he could simply advertise a downloadable parrot course online and make some easy money.

When researching his idea, Frank discovered that 70,000 people a month searched for the word "parrot" online. If he stuck his parrot book in front of them, he was sure he would be able to sell a few copies.

Knowing nothing about parrots, he hired an expert to write the manual, making sure this expert fulfilled the promises that he had advertised. Once everything was finished, Frank started selling his new parrot book, resulting in sales of up to $3,500 per month. His plan had worked.

To replicate his successes in parrot market, Frank created more e-books. As with the parrot book, he hired experts and writers to create the books for him, and Frank's business continued to grow exponentially.

The Speed of Business

Frank's parrot book demonstrates an important principle: **The internet increases the ease and speed at which you do business,** enabling you to:

1. Test traffic.
2. Post ads inexpensively.
3. Get immediate feedback, seeing quickly if people are interested.

Thanks to the internet, you can emulate the presence of a giant corporation without any real difficulty and limited risks. You can go global by simply putting up a website.

You can send a marketing message to a customer base or stick an ad in front of a group of people, and get an instantaneous response. You can change things or create campaigns for new products more rapidly than ever before.

Key Strategy: The Real Way to Make Money

Today is your greatest opportunity. If you're a business owner who's struggling, you're lucky that traditional marketing is failing you, because it's going to fail you eventually. You might as well go ahead and get it over with and start doing it the right way.

The real way to make a lot of money is:

1. Find out what people want.
2. Give it to them.

It's pretty simple.

Frank's Thoughts on Marketing

There are two schools of thought in online marketing:

- *Traditional:* Someone comes to your website and you sell as hard as you possibly can, because once they leave, they're gone forever. You might sell five out of 100 people, but you have to go for it now, because you're never going to get another chance.
- *Moving the Free Line*: This concept was coined by Money Master Eben Pagan. It revolves around the idea that people rarely buy at their first interaction – unless they're in the heat of moment. So why spend 100% of your effort on this tiny, improbable group?

  Instead:

  - Build a relationship by drip-feeding them some good free stuff. They'll eventually come around and buy.
  - Don't be lazy, but also don't be pushy.

Frank has based his businesses around the second approach. His whole strategy is based on giving away cool stuff, being really nice to people and, as a result, gaining their trust.

It's about creating raving fans quickly and turning that trust into sales repeatedly. These are not one-time buyers, but a constant following that's waiting for you to release more products.

The most expensive part of any business is acquiring a customer. Once you get them in the door – and continue to meet their needs – your marketing costs drop. This enables you to do what you're really made for: **Deliver service at a deeper level.**

But, first, you have to understand the context and the state of mind in which people use the internet. This is where a lot of people and businesses drop the ball – especially online.

> *Think about it: Why do people go online?* Three reasons:
>
> 1. To read something.
> 2. To get information.
> 3. To look for instructions or advice – either to buy a hard commodity or to find out how to do something.

Frank breaks the internet down into three different areas:

1. *Blogs / Websites:* Roughly 440 million people worldwide have started a blog. If someone's going to a blog or webpage, it's usually for entertainment or news.

2. *Search engines:* These viewers are usually on the hunt for a new restaurant or a diagnosis for their latest ailment.

3. *Email:* Almost 250 billion emails are sent each day. People typically use email as a relationship medium. Rarely is someone checking their email looking for the latest special. They're wondering what dirty pictures have been forwarded from Jim in Accounting or what their friends are doing. Buying someone else's stuff is low on the totem pole.

Traditional online marketing involve marketers yelling at people. Because there's so much noise, most marketers just make their messages bigger and louder, figuring someone is going to look. By sheer volume of communication, they will get a few sales.

Frank's methods, however, take context into account. By crafting messages specifically to align with your visitor's state of mind – and why they're visiting the sites they're visiting – these messages get in under the radar and open the door for additional communication.

For example, the old model for blogs and websites is to try to sell people just because they're there. Ultimately, this approach doesn't match the mindset of the user, and that's why it just doesn't work.

7 Steps to Making Friends with Potential Clients and Getting Results

Step 1: **Communicate Like You Would with a Friend**

Good copy doesn't read like a magazine ad. For example, Frank sends emails that read: "Hey, this is Frank. I just made this video for you. I think you might like it. I hope you do. See you later." Someone from a big business might think that method is unprofessional, but that's why corporate communications don't get read. You have to communicate the way friends do with each other in order to be effective.

Step 2: **Be Empathetic**

Know who your customers really are and what they really want to be. If you really want to sell to someone, you have to understand them. Use the *Instant Empathy Exercise:*

1. Come up with a name for one person who most embodies your prospect. Identify their biggest fears.
2. Get to know them. Understand what they do for a living, how many children they have, what they wear, what they would rather be doing – the life they really want outside of what they're doing now.
3. Write to them with that end result in mind. Get them to see the light at the end of the tunnel and then gradually move them towards it.

Step 3: **Show Them Results in Advance**

Inevitably, you'll run into **three reasons people don't buy.**

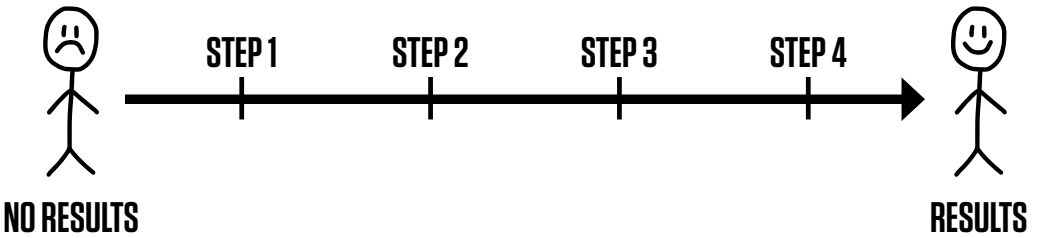
1. They don't want it.
2. They don't have the money.
3. They don't believe or trust you. If there is no trust, you won't get the business. Now more than ever, the big entity – the faceless, nameless corporation – is not trusted. It's feared!

Traditional marketing techniques teach you to go out there and be aggressive in your promoting. In contrast, Frank's marketing philosophy is to give people the best that you can by helping them out and being genuine. By doing so, you actually create a situation where they will ask you to sell them stuff.

The bottom line is: If you provide enough value,
people will ask how they can get more.

For example, let's say you write a book for men on how attract the woman of their dreams. There are a lot people already in that space – and not a lot of trust out there. Your strategy then is to give the men incremental *results in advance*. Each time you give them more information that creates success, their trust in you will grow, as will their desire for your product. Here's how to imagine it:

1. Take a pen and piece of paper.
2. On one side, draw a little guy and a timeline, and then divide the timeline into four or five little units.
3. Then draw the end result on the other side. The little lines you're drawing mark each step it would take to get to that end result.



Here's how it could work, using our example:

1. *Tell them – for free – how to just approach a woman*: "We understand it's scary to approach a complete stranger, because you might get rejected, so here are some ways to overcome this. And here are also some ways you can approach someone without looking like a complete idiot." The men who try out your techniques will get results and come back for more.

2. *Their next question is going to be: "What do I do now that the door's open?*" Already, they're coming to you saying "Thank you. I owe you one. That's great. Now what do I do?" You've just moved that person from the beginning of the time line one step closer. You have their trust and desire.

3. *Now you tell them the next step:* "We understand a lot of folks had great luck with this approach thing. It's not as scary as it seems. The women wanted to talk to you too, didn't they? Isn't that great? So here are some conversation starters that you can have without looking dumb, so you can be cool." Give them that, and now they can have a conversation.

4. *They'll come back to you asking things like:* how to get the girl's phone number, how to ask the woman out on a date, what they should talk about, etc. Deliver those little chunks of information and, by the time you're ready to sell them something, there is no selling involved.

Instead of being a salesman, you've become one friend helping another friend. You'll not only get new customers, but you'll also create raving fans who really like you and want to know what you're selling next.

Step 4: **Create Scarcity and Cause Action**

Scarcity is a psychological trigger that makes products seem more attractive when their availability is limited.

To create scarcity, you might tell potential customers something like:

"I don't have a billion of these things. If you want this, and your gut is telling you it's right for you, you need to go ahead and get it right now, because, let's face it, we're on the internet. As you probably know, I have 79,487 subscribers as of yesterday, and I get about 200 more a day. They're all seeing this, and these products are not going to be around forever. So if you want this, go ahead and get it."

Example: Using Scarcity to Sell Tires

If you're selling tires, you could create scarcity by:

1. Adding more bonuses, such as a free oil change for the first 100 people.
2. Using a deadline with language like: "This pricing is only going to be available for 72 hours and frankly, I'm in business to service my clients, not to sell to people. So after we're done, we're done. So if you want this, get it now. If not, well, we'll see you next time."

Get creative – as long as you have your customers' best interests at heart and you're not lying or making stuff up.

Step 5: **"Stacking the Cool"**

"Stacking the cool" is Frank's term for offering more bonuses. It's a simple formula: The more bonuses you offer, the more sales you capture. Your goal is to make your offer irresistible by making your bonuses more desirable than the actual product itself.

Example: Buying a Honda

Say you want to get a new Honda, so you go to the Honda store. However, you just don't feel like buying one of the cars – for whatever reason – so you go home. Most prospects are going to be like that. You can't sell to everybody immediately. It's rare that you get that sale the first time. Now, imagine your Honda salesman calls you the next day and says, "Thanks for coming in yesterday. I wanted to let you know that today only, we've got this new sales manager and he wants to make a good first impression with the owner. So everyone who buys a Honda today is going to get a Porsche 911 Twin Turbo. Go figure, but that offer ends at 6 p.m., so I figured I'd tell you. I hope to see you. If not, cool. I'll see you next time."

"The cool" has been sufficiently stacked. For even more dramatic results, he could continually stack by adding more cool stuff like a Lamborghini, a private jet, etc. By the time you make your buying decision, you don't even care about the Honda anymore. You just want the Porsche, the Lamborghini and the plane that they're throwing in. This is an exaggerated example, but those are the principles behind "stacking the cool."

Step 6: **Think Different**

Every car dealer on Sunday has a full-page, full-color ad that looks exactly like everyone else's: "Best Selection! Lowest Prices!" So if you're a car dealer, face the problem head on. Send a direct response letter – an eight-page letter will cost you very little to mail – with an offer that doesn't look like a slick brochure. In the letter, say something like:

> "Dear Bob, I guess you've seen all the tales of doom and gloom on the news. Well, we want you to know we've got your stimulus package over here at Eddie's Used Cars. So here's what we have for you today. I want to give you a car. That's right. I actually want to give you a car today. I'm confident that you're going to love this car. I know you want a new car. We've got plenty of new cars down here. Come on down. Pick out a car that you want. We'll sign all the paperwork, but I want you to take it home first. I am also going to give you a $100 gift certificate to your favorite restaurant, so you can take your wife out. I'm going to fill that car up with gas for you. Take it home. Drive it for a week. If you like it, then I'll submit this paperwork to the bank and the car is yours. If you don't, bring it back, no questions, no hassles and no harm. All right?"

You will probably get 10 people to come in. Five of them will bring the car back and the other five will keep it. If you don't do it though, you're going to get nothing.

Of course, on a psychological level, you're working all kinds of magic here. It's the puppy dog sale: Once you take that sucker home, you're screwed. Even if you can't stand the dog, your wife or somebody else in the family will love the dog, and you can't return it after that.

Step 7: **Interrupt Their Pattern**

Typical marketing and business involves such in-the-box thinking. For example, everyone in business seems to run the same ads, even the lawnmower guy. His ad might say, "Eddie's lawnmower shop, established 1953. Phone number." That's it. In order to get through to clients, you need to be able to break their routines.

Here's how it could work: First, let's look at who's buying lawnmowers. Typically, it's going to be a guy. For lots of men, mowing the lawn is a pain in the ass. For lots of other men, mowing the lawn is a fun way to get a little bit of solitude and show off their yards.

Knowing this, Eddie decides break the pattern and air a TV ad saying:

> "I'm Eddie from Eddie's Lawnmowers. What you see behind me is a cross diamond hatch pattern that you might have seen on Sunday night at the Atlanta Braves' game. When you were watching, did you notice how it looks like little diamonds out there? We'll show you how to do that. Now what we've got here is the Escalator blade on the lawnmower and, Jimmy, crack that sucker up. Jimmy's going to run across here and do it. You do 10 diamond crosses like this, and come back here and you do 10 more. Now what you're thinking is, 'My lawnmower will never do that,' and you're probably right. That's why I want to talk to you today. We've got a brand new selection of Stamford lawnmowers and I want you to have one. Your yard is going to be a lot cooler than everybody else's yard, and they're going to talk about you and how cool your yard is. I know times are hard for a lot of people, and they might be hard for you. It's certainly hard for a lot of other business people out here. Well, here's what we're going to do. I want you to take this lawnmower home, and if people don't come over to your house and tell you that you've got the coolest-looking yard and ask you how you did it, I want you to bring that lawnmower back. I'll give you a case of Budweiser too. So just call, or come on down and see me. Now I'm scared I'm going to run out of beer, so I'm going to have to end this offer Monday at 7:30."

Immediately, Eddie has created a pattern interrupt because it's not a typical preachy commercial. It's a guy speaking his language, referencing his experience of seeing the baseball diamond, and he's being shown how to actually do something with the lawnmower instead of being told "Best Selection! Lowest Prices!" And he's told that he should come buy it because of these reasons.

There are many ways to break a pattern, but if you use a warm humor – not biting humor – it's a wonderful thing. And if you're not funny, then you could say something like:

> "Hello, my name is Neal. I'm the most boring accountant in the world and before you slip into a coma, I want you to understand that if you don't get my accounting services, Uncle Sam's going to show up at your house with a gas mask. OK, well maybe not, but it could happen."

Just go for it. People will talk about Eddie's Lawnmower ad and how awesome it is, and they'll want to go. And Eddie becomes a celebrity in his marketplace. That's the power of the pattern interrupt – and using your marketing to make friends and build trust.

"The future is people doing business with people. It requires a shift in the thinking of business: to view customers as your friends and to genuinely care."

– Frank Kern

THE 2 QUESTIONS FOR CREATING A PROFITABLE AND FULFILLING BUSINESS

By: Frank Kern

There are two questions you need to ask, up front, to create a profitable and fulfilling business.

When you answer these questions, you'll be able to simplify everything you're doing. You'll find yourself able to:

- Focus only on what's making you the type of money you want,
- While doing the types of things you really enjoy doing,
- With the customers you know you can create results for,
- Ones who you love working with.

Sound good? Then let's dive into those questions.

Question #1: What's Your Best Payday?

What is the single activity, or deliverable, you should be focusing all your attention on because it provides you with a high net profit, it's easy to sell, easy to deliver, you love doing it and it adds a lot of value to your customers?

I call this "Your Best Payday."

In your business, you can do a lot of things that make you money. You can deliver online courses, classes, consulting, coaching, live events, done-for-you professional services and so on.

These things are all called your "deliverables" – the things you do in exchange for money.

Each of these deliverables has a core value to you and your business.

- For example, you can have deliverables that you really enjoy and energize you and you can also have deliverables where you don't get much, if any, energy from doing them at all.
- You can also have deliverables that make you a high net profit as well as those that don't really make you money.
- And, you can have deliverables that are really easy or that are almost impossible to sell.

The secret is to match up your deliverables against a very specific set of criteria so you can figure out the #1 single most profitable and rewarding thing that you should be focusing on in your business.

This is Your Best Payday.

To figure this out for your business, you need to know which of your deliverables meet the following six criteria:

1. **It has to have a high net profit.** Does it make you money?
2. **It has to energize you**. Do you enjoy it?
3. **It has to be easy to deliver.** How easy is it for you to perform whatever it is you're doing to get money?
4. **It has to be easy to sell.** How easy is it for you to get people to pay you?
5. **It has to be something you can keep doing.** Is there a high sustainability factor that supports you doing it over time?
6. **It has to be something you can replicate**. Can someone else do it or can it be automated?

Knowing what Your Best Payday is leads to an incredibly rewarding and profitable business because you know *exactly* what you need to do to get the results you want.

On the next page, I'll show you a simple way to calculate Your Best Payday.

Your Best Payday

Step 1: **Write down your current, or potential deliverables in the first column.** These are the things you do in exchange for money.

Step 2: **For each of the six criteria listed, score yourself on a scale of 1-5 in terms of how well each deliverable meets the criteria.** For example, if one of your deliverables is online courses and it's a high net profit for you, you'll rate this item a "5" under "Net Profit." If online courses are not easy for you to sell, however, you'll give yourself a "2" in the "Ease of Sale" column. Circle your score for each of the criteria below.

Step 3: **Add up the total score for each deliverable (each row).** The deliverable with the highest score will show you the #1 single most profitable and rewarding thing you should be focusing on in your business. It will change your life!

Deliverable	Criteria 1: Net Profit	Criteria 2: Energizer Factor	Criteria 3: Ease of Delivery	Criteria 4: Ease of Sale	Criteria 5: Sustainability	Criteria 6: Replicate or Automate	Total

Now, I told you at the start of this article that you'd have to answer two questions to create a profitable and fulfilling business.

So let's talk about:

Question #2: Who's Your Best Buyer?

In order to successfully earn Your Best Payday, you also need to make sure you're selling to the right person, also known as "Your Best Buyer." This is a really important. Here's why:

> Let's say Your Best Payday is preparing amazing steak sandwiches. Well, if you set up shop at a vegan convention, you're in trouble. It doesn't matter how great your steak sandwiches are – the vegans will never buy.

So the point is this: **The people you're selling to are just as important as the actual thing you're selling.**

That's why you'll also want to go through the process to find the perfect person to put your business in front of.

Identifying Your Best Buyer requires four steps:

Step 1: **Capture Your Best Payday**

Just to make sure we're on the same page, you need to decide on Your Best Payday first. So if you didn't do the exercise on the previous page, no cheating. Take care of that first.

Step 2: **Write Down Your Best Price**

Now, before you do this, consider that what you're charging right now might be perfect for you. And, if it is, that's awesome.

On the other hand, however, you might feel like you should be paid more, or you might just want to be paid more.

If either of the two latter scenarios above are you, you might be engaging in some self-talk that goes something like this, "What about XYZ competitor? They don't charge that much." Or, you might think, "You're just saying this because XYZ competitor charges that much, but they've also got these other credentials or followers."

I'm asking you to forget all that. Whatever you want to get paid is how much you should get paid – assuming Your Best Buyer agrees with you.

This is the equation for how much you should charge:

> **What you want to charge = How much Your Best Buyer is comfortable paying**

It's important to capture the price you want to get paid here because how are you going to get what you want if you don't write it down?

Step 3: **Capture Your Best Buyer's Characteristics**

This is where it all comes together, and there's a specific question you want to ask to get to the answer:

> **If you could only get paid Your Best Price *after* your client or customer got the results they're paying to get, what relevant characteristics would they have to have in order for you to take on the challenge?**

Now, I want to warn you that this is something that can throw people off.

The idea is that you want to come up with the relevant characteristics that make it a no-brainer for both you and the client.

When I pose this question in my private groups though, they immediately start talking about themselves. They'll start talking about all the things that they would do in this situation.

The problem is that this question has *nothing* to do with you.

It's all about *the customer*. What characteristics would they have to have that would make them a perfect fit, and make you want to take the deal – the kind of deal where you know that you can get the results for them, no problem, and be paid when you're done?

Here's an example from my business. In my Private Client Group, my job is to find the one big lever in my client's business that's going to give them the most impactful growth with the greatest degree of simplicity, help them get it implemented and then do it again. We trim away all the fat, we find the stuff that makes them the most money and then we turbo-charge it. This is how we achieve really incredible results for our clients.

So in order for me to take someone on as a client, knowing that I couldn't get paid until after they got these amazing results, what characteristics would they have to have that are relevant to what I'm selling?

First, they'd have to be a successful business owner.

I can't do it with an executive because it's not their company. They don't have the control and decision-making power I need to help them get results.

Now, there are a couple of nuances here. Notice the emphasis on the word "successful." If I were to work with a struggling business owner, it would be terrible for me. I'd have to go in and fix a lot of stuff. I don't want to fix a lot of things that aren't working. I want to help people who are already doing well.

In addition, let's say the person is someone who wants to start a business, but doesn't have a business yet. Again, in this situation, I'd be in big trouble. I'd have to help them find a product, craft an offer and create their sales materials. It would take me forever to get paid, and who knows if they'd even follow through on everything? So I'm not going to take this person on.

The clear criteria here is that they have to already be a successful business owner to work with me.

Next, they'd have to want to grow but be in a place where they've hit a ceiling.

Specifically, the ceiling is most likely caused because they're trying to do too many things at one time and stuff keeps getting in the way.

In this case, I can help them identify the crap that's slowing them down, in most cases, in about an hour. Then, we can cut all that stuff out, and I can help them find the stuff that is working really well so we can build systems around it. Everyone's happy here. It's great and I've been doing this successfully for years.

So if I can find a successful business owner who really wants to grow, but just has too much stuff going on – like too much staff, too many projects or too many spinning plates so to speak – I'll take that person as a client any day.

Finally, my third set of criteria is that they'd also have deployable assets.

Here's what I mean. This is a successful business owner who's already getting a ton of traffic to his website or a lot of people coming to his store. This means he already has a list of customers who know, like and trust him and his service. He already has an email list of people who care about what he has to say. He likely has a podcast or a YouTube channel and a lot of momentum.

If I have a successful business owner who wants to grow but is stuck, who has too much crap going on but has these types of deployable assets? It's an absolute no-brainer for me to work with him.

I'd take this client on – and the key is I'd be willing to not be paid until he got the results I promised – all day long because it'd be easy.

Do you see what I identified by asking the question here? I almost have My Best Buyer.

When we can identify these types of characteristics of Our Best Buyer, this is the only person we should be marketing to.

But first, there's one more set of characteristics we need to identify...

Step 4: **Capture Your Best Buyer's Mindset**

What mindsets do you share with Your Best Buyer?

The reason for this step is that you can have someone who meets all your characteristics, but guess what? If you're not aligned in terms of mindset – let's say it's someone who hates the idea of marketing or selling – you're not going to be able to help them.

In my case, I'm going to help my clients create more offers, do a better job of selling their services and all kinds of other marketing- and sales-related stuff. So you have to make sure that you're aligned mentally – that you and your ideal buyer have the same mindsets – or you're going to have a conflict.

Again, here's an example from my business:

They have to love marketing and advertising – specifically, direct response marketing.

If they see advertising as an expense, it's not going to work. They have to view marketing and advertising as an opportunity. They have to not only understand, but fully believe, that putting a dollar into marketing is something that you should do as much as possible, because you have a system that's going to give you back $1.10, $1.50 or $2 back for every dollar spent very quickly.

This is what my business does. We build the systems. But we can never build someone a system like this successfully if they don't love this idea of marketing and, more specifically, direct response marketing.

When I can find someone who is a successful business owner, who wants to grow but is stuck, who has all kinds of deployable assets, and who loves direct response marketing, I probably wouldn't even want to charge the person!

My mindset would be, "Let's hang out, dude, this is awesome!" This is because I'm working in the zone on My Best Payday with My Best Buyer. It gives me a ton of energy. And it's what I want to help you get.

The second mindset My Best Buyer needs to share with me is…

They need to be an abundant thinker.

I'm sure you've heard people talk about having an "abundance mindset," right? It can be a little woo-woo or a little bit hinky. This isn't what I mean by this. I don't mean the person who's willing to sit around and stare at their navel, who simply wishes to think abundantly so they can become wealthy. In my personal experience, it doesn't work this way.

What I mean by being an "abundant thinker" is the person who believes it's infinitely possible to put a dollar into advertising and get two dollars out. This is the person who thinks abundantly and expects good things to happen in their business.

I don't want to work with people who are trying to pinch every single penny in their business. I want people who think, "Every dollar invested in my business is going to grow and multiply, and therefore, I want to figure out how to invest as many dollars as possible."

This is abundance thinking.

I don't want to spend more because I'm dumb and I just like spending money. I want to spend more because I have concrete proof and real evidence that every dollar I spend on marketing and advertising comes back to me multiplied.

Of course, I want to work with other people who think the same way: Clients who want to figure out how to invest more in their business, because they believe that the more they invest, the more that comes back to them.

The third mindset that I want to share with My Best Buyer is...

They need to be a lover of simplicity...and a believer in what I call "the 1%."

I want this person to love the idea of chopping out activities that aren't actually making them the type of money that they want, and instead, really focusing on the simple system of connecting Their Best Payday with Their Best Buyers.

If I wanted it to sound fancy, I could describe this person as someone who is a great believer in the 80/20 Principle, which I like to reframe as being a believer in "the 1%." And, what I mean by this is the idea that 1% of your activity is going to be responsible for the biggest results in your life. Instead of 80/20, I think it's more like 99/1.

Now, for my business, if I had a person who...

- Is a successful business owner,
- Wants to grow but is just a little bit overwhelmed with too much stuff coming at them,
- Who has deployable assets with a customer base that loves them,
- Who loves direct response marketing and advertising and can't wait to invest more in their business,
- Who is an abundant thinker, who knows that every dollar invested is going to come back to them
- And on top of it all, who loves elegant simplicity and the idea of stripping everything down and focusing on that...

...I can change this person's world.

I would be totally confident and I would take this gamble in my business any day of the week.

Specifically, I would be willing to bet I could sit down for a day, help them get big results and then have them write me a check. And, if this person really did hit all these criteria, I wouldn't even be worried about them writing the check, because when you know someone's this close of a match, you know they'd be good for it.

Now, I'm not suggesting you go out there and work on a contingency basis. I'm not even coming close to suggesting that.

> What I'm asking is, *if you identify the type of person who meets these types of characteristics that are important to you, would you gladly enter into this type of arrangement with them?*
>
> When you can say "yes" to this question, you've found Your Best Buyer.

And, guess what? These people are not a case of an isolated incidental. They are not people who are few and far between.

Most likely, you just haven't attracted this person yet.

However, now that you know who they are, you're on the road to understanding how to attract them to your business and convert them into customers.

In Conclusion

Once you have these two things – Your Best Payday and Your Best Buyer – you'll be light years ahead of your competition.

Then, once you add on a dependable and predictable way of getting customers – in other words, an easy and effective sales conversion process – you'll be virtually unstoppable.

And the best news is that when you can simplify your entire business model so you're only doing the things that you like to do, that make you the most money and that are the easiest to sell, it completely changes the game forever.

Your Action Plan

Take a minute now to think about Frank's strategies and how you can apply them to your business – or your life.

1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?

2. What are two actions, one big and one small, you can take right now? What will you immediately do today to make the biggest difference in your life?

   Big:

   Small:

NOTES

"What do you need to start a business? Three simple things: know your product better than anyone, know your customer and have a burning desire to succeed."

– Dave Thomas, Founder of Wendy's

Real estate coach and internet marketer Dean Jackson fell in love with marketing as a young boy when he first realized that selling stuff on commission was way easier than renting himself out by the hour for a regular job – and he never looked back. He carried that distaste for real work into his adult life and has focused on a lifestyle-centered approach to business using marketing as the ultimate lever for a life of freedom and fun.

Starting out as a real estate agent, Dean quickly learned that dealing with customers outside of his target audience was not the way to get ahead. Instead, he developed a system to figure out his clients' needs up front. Modeling this success, he created multiple brands, products and websites that focus on understanding a business's target customers to take that business to the next level.

Dean has replicated his concepts in many different industries and markets, creating dozens of websites to provide people with information on a range of topics including how to create a book in 90 minutes, how to stop a divorce, how to use postcards as a direct marketing tool and many more.

Dean continues to focus on experiencing his success now rather than striving for it in the future.

How Dean Got Started in Internet Marketing

Like most first-time real estate agents, Dean started out making cold calls and knocking on doors. Not too long into his career, he noticed that as long as he was making calls, he would stay in business, but as soon as he stopped, so would his income. For Dean, the constant cold calls became his own personal hamster wheel, where he was the only one powering his outcome.

Around this time, he started studying direct response marketing and realized something that changed his entire life: If he took a proactive step, like posting an advertisement or sending out a postcard, then he could actually get people to call *him*. He would no longer need to make cold calls. He also read Michael Gerber's *E-Myth* and became fascinated with the idea of franchising – building something with the express intention of duplicating it.

His first idea was to send out a postcard to people living in apartments, offering a free book on how to buy a home. Once those people responded, he knew that they were interested in what he had to offer. He started to develop direct response systems with the objective of replicating them. He then licensed his systems and started selling them to other Realtors.

Once he figured out a successful process to reach his ideal market, he was able to apply his same principles to other industries. In 1997, he teamed up with marriage counselor, Homer McDonald. They co-authored the best-selling book, *Stop Your Divorce*. That project helped launch his company, *NewInformation!*, which became the parent company for many different how-to sites.

Dean's Personal Philosophy

The main reason why most people want to get into business, especially real estate agents, is to find freedom.

Who doesn't want the freedom to be your own boss, to set your own hours and to make your own deadlines?

Dean realized early on that he wanted that freedom. He also realized that, to get there, he needed to have a vision for his ultimate lifestyle. He recognized the importance of figuring out what he wanted to experience on a daily basis, versus looking ahead to a dream on the horizon that he would constantly have to chase.

Out of this philosophy, Dean created his own principles for success.

"The more intensely we feel about an idea or a goal, the more assuredly the idea, buried deep in our subconscious, will direct us along the path to its fulfillment."

– Earl Nightingale

Dean's 7 Principles of Success

Before you can create success for yourself, you have to define it. Many times, simply deciding what your lifestyle is going to be can steer you in the right direction.

Below, you'll find Dean's principles for measuring success. Use them to guide you as you create your own vision for success in your business and your life.

1. **"What Would I Like to Do Today?"**

   Imagine the freedom of waking up every morning, not having a set schedule and not having every moment accounted for. That doesn't mean that you goof off all day, but it allows you to recognize what you really want to do in the moment.

2. **Passive Revenue Exceeds Lifestyle Needs**

   A lot of people get a big house, a nice car and lots of material goods, only to find themselves in debt years later. To support these spending habits and lifestyle, a person must constantly generate revenue, which merely creates financial imprisonment – another personal hamster wheel.

   Dean made a conscious decision early in his career not to get caught up in material things, but, instead, to lead with revenue and then keep his lifestyle within those means. Dean's goal is to live like an artist with a $50,000 a month trust fund.

3. **Do What You Love**

   It is extremely important to work on projects that you are excited about because that's when you will do your best work. Who wants to wake up in the morning and dread going to work that day? Doing work that excites you improves your quality of life.

4. **Live Globally**

   You can operate a business anywhere without being confined by specific geographic boundaries. If this is an important criterion for you, be aware that it precludes you from getting involved with local businesses that require you to be in any one particular place.

5. **Surround Yourself with Positive, Happy People**

   Who you surround yourself with is who you become. Make a conscious decision to be around people who live a meaningful life, who are positive influences and who are happy and exciting people.

6. **Have No Deadlines or Time Obligations**

   Some people work best under pressure, but some people feel squeezed or pushed when they're up against a deadline. It's the difference between *having* to do it versus *getting* to do it – deciding whether you want to chase something or have it chase you.

7. **Wear Whatever You Want**

   It's one less thing you have to think about and, therefore, simplifies your life. Steve Jobs was a perfect example: He was worth billions but wore a turtleneck and jeans every day. He didn't waste time trying to dress like someone he's not.

Key Strategy: Defining Success

Under Dean's philosophy, the point isn't to work hard, sell your business and do nothing. People go crazy when they do that. They vacation and party for six months, and then they get antsy and end up starting another business.

The point is to enjoy and live your life now, instead of looking ahead to a finish line.

Why would you want to retire if you're already living the lifestyle that most people have when they retire?

The Freedom Matrix

If you're just starting a business, looking to change businesses or even improve your current business, begin by 1) first defining what success means to you and then 2) applying those definitions to a scale: the Freedom Matrix. By looking at different work-related areas and their increase in freedom as you head toward the upper levels, you'll be able to determine how you want to live your life and structure your business.

Freedom ↓

	Type of Work	Delivery Format	Location	Compensation	Schedule
Lowest Level	Original work, where you do something one time	One-on-one, where you are only working with one person	Onsite	An hourly rate, where it's a direct exchange between what you've created and what you are paid	Synchronous, like a meeting
Next Level	A customized piece of work. You've done the work previously, but you're customizing it for this particular customer	Working with a larger group, for example, in a webinar or a seminar	The telephone or the internet, where you're geographically unhooked	A flat fee or a partnership arrangement where you get a percentage of the profit or value you are creating	Asynchronous with a deadline, where something is not occurring regularly but you have to deliver it by a certain date
Top Level	"As is," where you sell the product continuously in one form	A product that could be used by unlimited numbers of people	Having value delivered while you are on the golf course or at the beach	Enjoying all the profit of your own business	Asynchronous – at your own discretion

Principles:

- When you are working at the lowest levels, you have to create value before you are rewarded.
- Getting to the highest level of the scale involves disconnecting from getting the reward immediately and taking a risk.

MARKETING MISCONCEPTIONS

The biggest misconception in marketing is that it's all about getting your name out there. But once you've built your name and everyone knows who you are, what comes next? You haven't necessarily earned revenue. Instead, think in terms of direct response marketing, which will ensure that you get contact information for potential customers who are interested in your products or services.

The Difference Between Getting Rich and Getting Famous

It's expensive to build a brand. It takes time and an enormous amount of money.

> **It's a lot less expensive to get rich than it is to get famous.**

All you have to do is focus on other people, and, fortunately for you, that's their favorite topic. **When people are thinking about your business, they're thinking about what it can do for them.** You need to set aside your own personal needs and focus outwardly on what other people want.

Let's imagine that you're a Realtor and you have the opportunity to get your business card in front of 500 homeowners, as well as send information about who you are, why they should choose you and how long you've been in business. Or, instead, you can get the name and contact information of 50 people who are going to sell their homes in the next year. What's more valuable to you?

Most people will answer that getting their information to 500 people is a lot more valuable. But, in reality there's only a 10% turn over in that market. There are only 50 people in that group that will be valuable to you. That's the same number of real prospects. However, if you have their information, as opposed to them having yours, you can now make the next step towards a sale. You don't have to wait for them to take action.

Create an Independent Business

In 2008, *Forbes* Magazine created a ranked list of top entertainers that included Siegfried and Roy, who had signed a contract with the Mirage for $28 million. They were contracted to do eight shows a week for 40 weeks a year. For all 3,200 shows, Siegfried and Roy would have to perform. Their success depended on them alone.

The Blue Man Group was ranked higher on the list, generating $69 million. There were originally four performers, and they wanted to make sure that if one of them couldn't make it that night, the show could still go on.

In fact, the whole reason they became the Blue Men and used blue face paint was because they wanted to be able to keep their other jobs and other commitments. The original blue men are no longer performing, but the Blue Men have organized themselves so that they play concurrently all over the world.

No matter where you see the Blue Man Group or who the actors are, you're going to enjoy an interesting and entertaining show experience. However, if you go to see Siegfried and Roy, you are paying to see Siegfried and Roy and their tiger. It's not the same experience if one of them isn't there.

> **If you can build a business that provides an experience that doesn't require you to personally deliver that service, then *you've created freedom for yourself*.**

The Forest vs. the Trees

A lot of businesses look at their customer base as if it were a big forest. They think of all of their potential clients as a homogenous group without realizing that the whole group, or forest, is actually made up of individual trees. When you look at your clients as a group, it's hard to figure out what they all want. However, if you focus on the needs of one person, you can be as specific as you want.

For example, Proctor and Gamble has taken the laundry detergent market and really broken it down. By creating very specific laundry detergent brands, Proctor and Gamble has attracted customers that would normally go to the store and buy generic detergent. They have Tide for people who want the whitest whites and Cheer for people that want to be able to throw all their laundry in one load and wash on one temperature. In other words, every market is made up of individuals that have very specific needs. Get to know them in your market.

Finding the 1 Thriving Element

Even in today's economy, in any business environment, there's always one element that is thriving. Things may be going poorly in one area, but there will be another area that's doing well.

Car dealers are a great example. When people stop buying SUVs, they're still buying hybrid cars and more efficient cars that give better gas mileage.

> **Your job is to identify the best opportunity at the moment – given the current market conditions.**

Then, have the flexibility and acuity to adapt to those conditions.

THE 3 NEEDS YOUR BUSINESS HAS TO ADDRESS

Every business has to address the *before*, the *during* and the *after* needs of your client.

- In the *before* unit, you're finding clients who are qualified, whose needs and wants you can solve in the most efficient and effective way.
- In the *during* unit, you're providing a service, adding and delivering value and also marketing and planting seeds for future business.
- In the *after* unit, you're nurturing that lifetime relationship with people.

Most people miss this part and go back to the *before* unit without leveraging the people who already know and like their company. If your intention is to build an *after* unit, you have to start at the very beginning. From the start, you have to create a world-class experience for people so that they will feel confident and comfortable enough to refer their friends.

The *Before* Unit

Before someone becomes a customer, you have to know who they are – and what the steps are to provide them with a service that's easy for them to use and accept.

Paving the Path

You need to be a leader with your clients. *People are looking for someone who knows their needs, can anticipate the next best step and offers them the easiest way to get there.* A lot of entrepreneurs just give out their information and expect their prospects to make the first move. That's like having someone over to your house for the first time and telling them to help themselves to anything in the refrigerator.

However, if you brought a plate of freshly baked cookies to that same person and offered them one, chances are they would take it.

If you give your clients an opportunity and an already paved path, it makes it a lot easier for them to take it.

Home Tours and Loan Approvals: Anticipating the Next Step

Early in Dean's career, when he saw the value of direct response marketing in the real estate industry, he would send his clients an email offering free home tours at certain dates and times. Instead of waiting for his clients to come to him to set up the tours, he gave them opportunities to take advantage of an existing system.

The *During* Unit

The *during* unit starts when you are in consultation with someone. Make sure you are not selling your solution, but instead making it available and easy to access.

Begin with the End in Mind

Ultimately, your customer wants the product or information that you are offering, so you have to begin this process with that end in mind.

What's the most efficient and effective way to get your customer to that result? Figure out the criteria that your client is going to judge their experience by. Meet those criteria on the most specific level while providing as much value as possible.

For example, let's say you remodel kitchens. Your first step might be to send out a postcard offering a free kitchen planner. Once you've gotten responses and you know who your customers are, send the kitchen planner and give them a free six-month subscription to your newsletter. In that newsletter, invite them to your kitchen workshop where you'll have contractors there to answer all their questions.

If you lead them toward their end result in a way that will increase the value of their experience, you'll create a happy customer.

The *After* Unit

As soon as your customer has moved into this phase, if you don't maintain your relationship with them, their memory of your company, your product and their experience will fade. Your goal here is to elevate the relationship from transactional business to loyal friendship.

The 20% Return

Your relationship portfolio is your most valuable asset – and it's virtually competition proof. You should manage this portfolio for a 20% yield. For example, if you nurture your relationship with one of your clients and build a close bond with them over a five-year period, it's pretty likely that either they will do business with you again, or they will refer someone else to you. If you magnify that by your total number of clients, you can see the immense opportunities that a lot of businesses ignore.

The 3 Steps to a Referral

In order for a customer to refer a friend, the following three things need to happen. Your customer has to:

1. **Notice a Relevant Conversation**

   Referrals result from conversations. For example, your friend might say that their back is killing them, and your customer notices that the conversation is related to massage therapy. Or, you're discussing ways to relax before bed, and your customer notices that this could be a conversation about books.

2. **Think About You**

   Once they've recognized the conversation is about something your product can help with, it has to trigger a memory of you. The best way to do this is by ensuring that their experience in step two, the *during* unit, is phenomenal.

3. **Introduce You**

   If they've thought of you, they now have to introduce you to their friend and actually make the referral. To ensure that they follow through on this next step, make sure you keep in touch with them by adding value. For example, in the kitchen remodeling example, find ways to help them enjoy their new kitchen even more.

Momentum Markets

What can you do right now to get started? If you are just starting out and looking at different markets to get into, or if you want to redirect your business, the best place to start is in a market that already has some momentum. Just like a walking sidewalk, once you get on, you're already moving forward.

There are three basic types of markets that have built-in momentum:

1. **Pain and Urgency:** Someone is experiencing some sort of pain in their life, whether it be physical, in their relationship or in their finances and they have an immediate need to fix it.
2. **Dimes for Dollars:** People are investing a little of their personal time and wealth for something that you are offering – with an expectation that the product or information is going to make them a lot more money.
3. **The Irrationally Passionate Audience:** An audience of people that who are fanatical about something. Golf, for example, pets or grandchildren. People will move mountains to indulge these passions.

"There are all kinds of different manifestations of wealth. I think there's a real element of wealth that goes with time freedom – freedom from stress and freedom to do what you really like to do."

– Dean Jackson

HOW TO SET UP YOUR BUSINESS SO IT MAKES MONEY WHETHER YOU SHOW UP OR NOT

By: Dean Jackson

It's possible, even in a hands-on business like real estate, to make money without being involved personally in every transaction. In this article, you will find a step-by-step plan to help you build a system and have it completely set up in the next couple of days – so get comfortable and let's get to work!

Step 1: **Buy into the idea that it's possible to make money without working and paint a clear picture in your mind of how that would look.**

What would you do with your time if you didn't have to work? What would a day in your life look like? It's important to look at what you want for your life before you start doing any planning for your business.

Sit down and spend time thinking about what you really want for your life.

Start by answering the statement: "I know I'm being successful when…" in as many ways as are meaningful to you. (Try for 10.) Doing this exercise will give you some insight into what really matters to you and what drives you to do what you do. It will also give you a clear picture of where you're headed. More than anything, it will help you identify when you're not headed in the right direction!

What is important for you? Maybe you like time commitments and schedules to be planned in advance. Maybe you might say, "I know I'm being successful when every hour of my work day is perfectly planned with appointments."

What would the ideal situation for you look like? A four-day work week? 10 a.m. to 4 p.m.? July and August off next summer? Ideally, you can catch a glimpse of the possibility that you could make money in your business without having to do it all yourself.

Once you've got that vision, you're ready to move on to…

Step 2: **Narrow your focus.**

Almost every Realtor is looking for a way to expand their reach. They want to cover as wide an area as possible so they can have a chance at even more business. However, it's very time consuming and expensive to build a business that is set up to help people in a large geographic area.

> *"Buying or selling? Call me and discover the difference!"*
>
> *"First-time homebuyers, move-up buyers, horse farms, commercial properties – we do it all!"*

This mindset of needing only a small portion of a bigger pie creates this desire to expand, instead of focus. It's a false comfort.

The real key to growth that doesn't depend on you is to ***think narrow, not wide***. Niche marketing is always easier and more profitable than generalized marketing. You want to dominate a very specific segment of the market.

Example: The Toronto Condo Specialist

A very successful Realtor built his entire business around helping people buy and sell condos in Toronto. His entire business was set up so he only works with condos in the central part of the city. The result? He dominated the condo market and sold over 1,000 condos a year. He didn't list houses. He didn't sell houses. Just condos. Look at the individual segments of your market, and choose one that you will aim to dominate.

Step 3: **Design a separate division of your business that is not dependent on you.**

If you're buying into this idea that you can make money without actually showing up, now you may need to rethink the way your business is currently set up. Unfortunately, a lot of top-producing Realtors have businesses that were built on personal promotion. This actually creates a business that is dependent on the Realtor because it was their name that built the business. It doesn't have to be that way.

Start thinking about setting up a separate division of your business that isn't going to be all about you, preferably a division of your business that doesn't depend on you at all. It's okay if you have a business that's built on your name recognition. It's okay if you have to keep doing your bus-bench campaign or your personal promotion newspaper because you can set up this division of your business without interrupting what you're doing right now.

In fact, the very best way to test the waters with this concept is to start slowly but deliberately.

Imagine that you are creating a business system to serve a single segment of the market, but the catch is that you can't be involved in any part of the actual service delivery. What would you do if your task was to dominate the first-time buyer market in your area, but you had to do it with other people instead of doing it yourself?

It's a whole different mindset when you're thinking about how to deliver a great service through other people.

That's a muscle you probably haven't developed, so it may hurt the first time you use it. The key to accomplishing anything through other people is to think about developing systems and processes that will allow other people to achieve the same results you would if you were doing it personally.

In fact, there are three things you'll need to be able to address in order for your business to make money without you.

1. You have to be able to generate LEADS.
2. You have to be able to CONVERT those leads.
3. You have to be able to FOLLOW UP with the leads that are not ready to buy right now.

Let's start with the first one.

Step 4: **Use a lead generation system you can put on autopilot.**

The biggest obstacle to most businesses is being able to generate a consistent flow of quality leads. For most Realtors, lead generation means **prospecting** – hamster-wheel-type prospecting – those things that require you to do them consistently to get results like cold calls, holding open houses and floor time.

These things are not predictable, though, because they really can't work without you, and, remember, what we're looking for is a system that can work without you.

Example: Halton Hills Booklet

When I first started out in real estate, I noticed that a lot of the home subdivisions had really nice showrooms with floor plans, nice photography and tabletop, color-coded topographical maps of their area that showed where different house styles were. I started to think about the area where I was selling and realized that all the houses there were also divided into neighborhoods with distinct house styles.

One afternoon, I went out and took pictures of 60 houses to get a good representation of all the kind of homes available. I wrote up a little description of each picture, put the average price range for each style, got a map of the area, color-coded the neighborhoods you could find those houses in, added some community contact numbers and formatted everything into a nice 20-page booklet. It was a simple little guide, photocopied in black and white that I printed at the local print shop.

After I created this booklet, I put together an ad offering a free guide to real estate in the area. I ran the ads in home magazines with a clip-out coupon readers could mail in and a toll free number for them to call. The only mention I included of myself was my name and real estate company at the bottom of the ad – and only because it was required.

The first time I ran that ad, and every time since, dozens of people sent in the coupon or called the 800 number. They call because it is free, valuable, easy and it gives them what they're looking for in the early stages of their home search – *information*.

The great thing about a guide is that you don't need to have listings to generate all these buyers. It doesn't matter what kind of market you're in, buyers are always going to be looking for information first. If you're the one offering it, you're the one they're going to call. Every time you run the ad, you will generate buyers like clockwork.

These people aren't calling to speak to anybody in particular. They're just calling for the guide. Your customer won't be disappointed if you personally don't answer because they're not expecting to talk to you. Hopefully, they don't even know who you are.

This system will work whether you're in town, out of town, in the office, out showing homes, at the movies or on the golf course. It's working while you're not – and that's what we're looking for. You can replicate this system for any target market you can think of.

Now that you can generate buyers without you at work, let's move on to the next thing you'll need before you can completely remove yourself from the business.

Step 5: **Use a TRAINABLE lead conversion system.**

When you start generating a lot of leads, what you may find is that you are generating more leads than you can handle. That's why it's important to have a system to help identify who the very best prospects are, so you can focus your limited time and attention on them instead of the people who are not true prospects.

How to Identify 5-Star Prospects

Five-star prospects are people who…

1. Are willing to engage in a dialogue.
2. Are friendly and cooperative when you talk to them.
3. Know what they want (and are realistic).
4. Are moving in the next six to 12 months.
5. Would like you to help them.

In order to be a successful massive lead generator, you've got to be able to 1) identify very quickly the people who have the highest chance of becoming your clients and 2) focus all of your attention on those people. You also have to quickly identify the people who are not going to be your clients and let them go. QUICKLY.

It's better to know you're not going to be able to help them right from the start than to hope you'll be able to help them and bang your head against the wall. Most of the trouble and time in lead generation comes from spending time with two-, three-, or even four-star prospects.

No matter how hard you try, you can't *create* five-star prospects.
You can only *discover* them.

Once you know what you're looking for, have it written down and can explain it, you can teach anyone to do it. With a simple checklist and some training, you can create a staff of people who can do the work for you!

Now you've got a way to generate leads without you, and a trainable way for someone else to determine whether they are real prospects or not. The next thing you need to do is…

Step 6: **Improve and automate your follow-up system.**

Here are some interesting facts about leads:

- Half of them are never followed up with.
- Just over half of the people who inquire will buy a house in the next 12 months.
- Of those who do buy a house, only 15% of them will do it in the next 90 days. That means 85% of the leads you generate today are more likely to buy 90 days or more from now, so the longer you can keep in contact with them, the better chance you have of working with them when they're ready.

The good news is you won't have much competition. Most of your competitors are more likely to have a six-day follow-up program than a six- or 12-month follow-up program.

Successful lead generators realize that the real equity of their lead generation program is in the future.

The new leads are not always the hot leads. There will be some people who want to buy a house right away, but they only make up about 15% of your client base. You could make a good living and return on investment just working with the ones who want to buy now, but the big return will come when you've got a system to keep in touch with five-star prospects for a year or more.

So, here's one way you could follow up with them:

1. Find the five-star prospects, and weed out the others.
2. Twice a month, send them a letter along with some clippings of local real estate news and all the new listings in their price range. Like clockwork. Rain or shine.
3. How can you consistently make that happen every two weeks? Simple. Have someone else do it. Having someone of your own to manage a follow-up system will make your life better. It only has to be for a few hours every other week to start.

The most important thing you need to grow your business right now is a predictable way to get listings and find buyers. That's why developing tools to automate that process for you is so important to your business.

Hopefully the seed of possibility for making money in your business without being involved in it has been planted and you've been inspired to take some action about it!

NOTES

“Everyone wants to live on top of the mountain, but all the happiness and growth occurs while you're climbing it.”

– Andy Rooney

Your Action Plan

Take a minute now to think about Dean's strategies and how you can apply them to your business – or your life.

1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?

2. What are two actions, one big and one small, you can take right now? What will you immediately do today to make the biggest difference in your life?

   Big:

   Small:

NOTES

Internet marketing pioneer John Reese has been actively marketing online before the World Wide Web was even available to the public. He is well known for Traffic Secrets, his step-by-step audio and video system to help drive traffic to your website – but John has been in the business for as long as there has been a business.

John was a problem-solver from an early age and knew that if he didn't own his own business, he wouldn't have the opportunity to create and lead the way he wanted to, so he vowed to never work for anyone else. He started by selling candy to his classmates. Then, John tried several different mail order and direct marketing businesses until he finally found the domain name industry in the mid-'90s and started making a profit.

As soon as he had his first taste of success, John's momentum grew. He went from making $6,500 in his first profitable year to $300,000 and eventually to several million in a single year. In August of 2004, John shocked the internet marketing world and became the first person to ever make $1 million in sales in a 24-hour period, paving the path for others to follow.

In his career, John has created over 100 product launches, including the first auto-responder service on the internet and a free photo-hosting service for eBay users, which went on to become one of the top 500 sites in the world as measured in traffic. He is the also the creator of the Course Label Workshop which teaches its students eight creative ways to make money from the booming online course creation industry.

How John Got Started in Internet Marketing

John was an entrepreneur from an early age, selling candy to his friends when he was just nine years old. By the time he got to high school, he was trading baseball cards and trying to think of new businesses he wanted to start when he was old enough to do so.

In his early teens, John started studying the mail order industry and direct marketing. One night in college, John noticed an advertising section in the back of a magazine where companies placed ads asking people to "write for more information." John stayed up all night, hand writing 300 letters. Over the course of two months, he received free kits and marketing brochures from all of the companies he wrote to and started to model their strategies.

On day, John discovered an online version these classifieds – and it was free. This was a huge breakthrough. At that point, he realized that the internet was going to have a greater impact on marketing than anything before it.

Around this time, John made the decision to leave college. While wouldn't make this recommendation to others, he knew it was the right decision for himself. Soon, he found himself 23 years old, over $100,000 in debt and physically drained from going without sleep every other night for almost three months. And yet, only 36 months later, he bought his first Porsche.

Shifting from Debt to Domain Names

The first step John took toward climbing out of debt was facing reality. For months, he had been throwing his bills into a box under his bed. In doing this, he realized that he was actually letting the fear of his debt control his life. One night when he couldn't sleep, he decided to pull out the box and calculate, down to the penny, how much money he really owed. He stayed up all night creating a spreadsheet and discovered that he was $107,910 in debt. He wrote the number on a piece of paper and taped it to the wall so he would have to see it every day until he had earned enough to erase it.

John's next adventure was in domain names. He saw the potential in this virtual real estate and used his last $500 to register five domain names at $100 each. Three days after he had registered the names, someone contacted him and offered him $1,000 to buy one of the domain names he had just purchased. Although he had read about negotiating higher prices, John was so excited about the 900% profit that he accepted the offer immediately.

10 days later, the same man called John and asked him to sign an agreement releasing him from any copyright claims and stating that there were no tax liens or lawsuits involved the sale of the domain. Without a second thought, John signed the agreement and faxed it back to the new owner. Immediately, the new owner called John to tell him that he had sold the domain name for a million dollars to a venture capital firm. John had sold a million dollar domain for $1,000.

He sat in his room with the lights out for three straight days. Then, John realized:

> **Every result, good or bad, is an asset.**

This wasn't a failure. It was a learning experience.

He then got onto his computer at 4 a.m. and learned everything he could about domain names. Within three weeks, he learned how to market the four names he had left. He made a few sales, and then he bought more names and continued that cycle. At one point, John owned 40,000 domain names and sold one for $250,000.

From Seminar Attendee to Successful Entrepreneur

After hearing about seminars for years, John decided to attend one, where he met fellow Money Masters Frank Kern and Jeff Walker. After realizing the expertise John had, they encouraged him to hold his own a seminar and create a product out of it. Using Jeff's advice, he created a fan base first, and then launched his product, with sales reaching $100,000 in 12 minutes.

John reached another benchmark when he released the recorded version of his seminar, the first version of his marquis product, Traffic Secrets.

He was the first person to make $1,000,000 in sales in less than 24 hours. Up until that point, reaching this feat was considered impossible. Since John accomplished this milestone, many have followed in his footsteps.

Key Strategy: In Order to Change Your Reality, You Must Face It

Much like what John went through in facing his own debt, he teaches that, in order to pull yourself out of any situation, the first step is to stop hiding and look your situation right in the eye. Once you have a grasp of the situation, you can create a solution.

Discovery and Validation

Most entrepreneurs think they need to invent something that no one has ever come up with before. That's the hardest way to make money.

There's a much faster and simpler way to make money: Open your eyes and observe the phase of discovery. Monitor advertising, look at markets and see where others have already taken the risk of advertising and selling products. That's where the money is going.

Start with research. Go to a search engine and type in an idea. If you don't see any ads, stay away from that market. Contrary to some people's beliefs, you are not looking at a niche market that has not been discovered.

However, if you type in a keyword and there are a lot of ads, that's not only a good thing. It's the *best* of things because:

1. **It validates that there's a market** and that money is already flowing.
2. **You know that there are potential partners in this field.** They might look like your competition, but they're also generating interest and traffic within the industry. Not only can you leverage that, you also might be able to partner with these same people to grow your own business. More on that in the next section.

Once you find some ads, click through and study the websites behind these ads.

Often, you can figure out someone's entire business just by opening your eyes and using the internet as a competitive research tool.

Leverage

Once you've found out where the money is flowing, don't copy or clone anyone. **Do something complementary.** If you do something complementary, you can promote other companies' products that go along with yours and create a partnership while making money.

There's no such thing as "your client." Customers buy from other people. Instead of just trying to beat those other people, it's in your best interest to partner with those in your industry.

For example, if someone wants to buy a Corvette, they will go to Barnes & Noble and come out with three magazines on Corvettes and five books, all from different companies and different publishers.

Here's how it could work:

> Let's say you're passionate about gardening, so you start blogging about gardening. If you sign up as an affiliate for a garden tool company, you could link to specific tools in your blog posts. When people click through and buy, you get paid a commission.

When you first start out, your goal should be small: Make one dollar. It doesn't even have to be profit, just a dollar coming in. This way, you see that the system actually works. Then, it's all about scale. The important lesson, the one that registers with your brain, is that you did something, and as a result, you made money.

If you start by making your first dollar, you're 95% of the way to making $100,000.

It seems complicated when you hear people talk about click rates and conversion and unique visitors. When you get down to it, those are just labels. Look at where the money is coming in, and do more of that. Stop doing what's not making you money.

Once you learn these fundamentals, it's as simple as running a lemonade stand.

The Lemonade Stand Model

Think about what it takes to run a lemonade stand. That's what it takes to run an internet business. If you're spending $3 on a pitcher of lemonade, you're selling it for a dollar a cup. If you sell 10 cups, you make $7 in profit. The same rules apply to internet marketing. If you spend $10 in advertising, figure out how many sales that ad is bringing you and calculate your profit. The beauty of internet marketing is that everything can be tracked, so figuring out your sales statistics is relatively simple.

Another way to measure your metrics is to figure out your average visitor value.

The Average Visitor Value Model

For example, let's say you run an ad for baseball bats. 10,000 people visit your site as a result of the ads, and you make $20,000 in revenue. If you divide the revenue created by the number of visitors, you'll get your average visitor value. So in this example, each visitor was worth $2. If you can buy your ad for less than that number, you will make a profit.

$$\frac{\text{Revenue Earned}}{\text{\# of Visitors}} = \text{Average Visitor Value}$$

$$\frac{\$20{,}000}{10{,}000} = \$2$$

Promises Are Out, Trust Is In

A lot of old-school marketing from 10, 20 and 30 years ago was about hitting people with as much advertising as possible. The communications themselves had little value. Since then, marketing has evolved.

The most effective marketing includes added value.

In other words, give and you shall receive. That's the key to internet marketing.

When he was growing up, John's father taught him to always do more than what was expected. He has seen that belief take hold online: **The people that are willing to give 5% more than their competitors make most of the money.**

Over-delivering and giving more than what you promised has helped John create a fan base that keeps coming back for more. When you give people things that aren't advertised as a part of the product, you can't go wrong.

"The secret of change is to focus all your energy not on fighting the old but on building the new."

– Socrates

Maximize

Lifestyle is a major reason why so many people want to make money. They think money will buy them the time and freedom to do what they want. However, it's also important to make life meaningful.

That's why John and his friend, fellow Money Master Dean Jackson, created the "super-happy-fun day" – to make sure that they made time to celebrate life.

Rules for Super-Happy-Fun Days

1. Activities must last a total of nine hours, minimum.
2. You must eat at least two meals out at different restaurants.
3. You must participate in at least two different activities. For example, John likes to play a round of golf and then go see a movie.
4. At the end of the day, you must reflect on what happened during the day, and laugh about the little things that happened.

Whether you follow John and Dean's rules or create your own, the idea of having a day for yourself – to relax and do the things that you want to do – is important for entrepreneurs, business owners and employees alike.

Taking the moments to enjoy moments is what makes life truly special.

"Anything you do and spend money on, or put your time into, even if it doesn't give you the result you want, has incredible value."

– John Reese

THE ART OF SELLING
(OR MAKING PEOPLE TAKE ANY ACTION!)

By: John Reese

This is a two-part discussion about a very powerful concept: the art of selling. Simply by implementing what you are about to discover, you'll be way ahead of the game! If you get this *one* single concept figured out, you can write your own paycheck for virtually any amount that you want.

Part 1: Discovery!

The Real Secret to Making Money

If you want to become really good at being a marketer and earning a lot of money in your business, you need to learn about the real secret to making money.

What Do They Really Want?

No matter what market you are working in, the better you can answer this one question, the more money you will make. Regardless of whether you are selling an e-book in the gardening market or building opt-ins in the automotive industry, you have to ask this specific question. The more accurate you are at answering it, the more money you'll make.

This question isn't as simple and basic as most people may think because most people don't get what's going on behind the scenes. In order to answer this question, you actually have to ask yet another question...

How Will Their Life Be Any Better after They Buy Your Product or Take the Action You Want Them To?

If you think about it, in most instances, anything that people buy is done with the purpose of making their lives better. If someone buys some aspirin, for instance, it's to make that person's life better by getting rid of a headache. When people buy shoes, it makes their lives better by fulfilling some sort of need or desire: It makes their feet feel better, helps them keep up with the latest fashions or adds to their collection of shoes. No matter what people buy, whether it's aspirin or shoes, that purchase means that their lives have been improved in some way for having bought that item.

You really have to dig deep into the head of your ideal prospect to figure out exactly how their lives will be improved by buying your product.

Here's the secret...

Focus on the Benefit Within the Benefit

The core foundation of selling to a group of people really comes down to finding the *benefit within the benefit* of a particular product or service.

There is a difference between the benefits and the features of any product, such as how a car may have aluminum door handles, dual side airbags and so on. The dual airbags, for example, are one of the features. Their specific benefit is to keep you from smashing your face into the windshield in a collision.

Marketing 101 dictates that you focus on the benefits more than the features because it's the benefits that cause people to want to buy a product. However, to really get maximum results with your marketing, once you've determined what the main benefits are, you need to break down those benefits even further into the elements that your prospects are truly looking for.

Example: The Benefits Behind Investing in Foreclosures

If you're selling a course on how to invest in foreclosures, the main benefit isn't "making money."

The true benefit is what that additional money will allow that person to do – take a vacation, buy a new car, have some freedom, get new clothes, etc. And each of those things has additional benefits as well!

In other words, the true benefit within the benefit is how that extra money will make the customer's life better.

Marketing is more than what people see on the surface. It's much deeper than merely stating the features of a product. You really have to dig down into the granular level of reasoning behind the marketing.

Then, you can pull out the hidden benefits of a product so that you can focus on these characteristics to push the hot buttons of your prospects. As you thoroughly examine your products and services to find these golden nuggets, you can greatly improve your bottom line by highlighting them in your marketing.

Exercise:

1. Think about all of the things that your prospects and customers really want, and how your products can truly change their lives.

2. Write down what your product's main benefits are, and then brainstorm the many benefits within the benefits and write those down.

For example, if you have an e-book about how people can grow giant carrots, the obvious benefit is the carrots themselves. The hidden benefits might be things like: Admiration and respect from their neighbors or other gardeners for having an impressive garden, which could be taken even further into improving their confidence because they were able to do something few others have achieved. This improved confidence from being able to grow bigger carrots can extend into their personal lives by giving them more courage to attempt bigger goals, such as dating, starting a business, etc.

Main Benefits	Benefits Within the Benefits

Because both psychology and marketing run deep, the better a job you can do at figuring out these hidden benefits – and communicating them to your prospects – the better you can sell and the more money you can make.

What Does This Affect?

So, what's affected in your marketing by this whole discovery and understanding phase of *why* people want to buy things that change their lives or *how* their lives will change?

Everything!

You need to know how to speak to your target market, how to figure out what they want and then apply this knowledge when communicating with your prospects through the various marketing channels and tools that you use in your business.

1. **Your Online Ads**

   You have to be able to communicate the benefits within the benefits of your product in your online ads so people will click through.

2. **Your Opt-in Pages**

   People need to know why they should opt in and what they're going to get on the other side that's going to make their lives better for having trusted you enough to give you their email address.

3. **Your Sales Letters**

   When promoting your product, you need to be able to express how this thing will lead to a positive change in your prospects' lives.

   Before you even write your sales letter or opt-in page, sketch out who your ideal target prospect is: how old they are, where they live and other details of their current situation. If, for instance, your target prospect is someone going through foreclosure, what are they dealing with? Perhaps embarrassment, desperation, pain of hurting their family and fear of ruining their credit?

   Then, once you've described the details of your ideal prospects, map out how you see their lives changing by putting your product to use. You're basically figuring out how your prospects' lives would be more perfect by using your product. Then you simply get them to imagine those same benefits in their lives.

4. **Your Page Titles and SEO Traffic**

   By knowing what make your prospects' lives better, you can communicate that in the titles and descriptions of your pages so these characteristics show up in organic search listings quickly and easily.

5. **Your Articles, Blog Posts, Special Reports, Newsletters, Auto-Responder Messages**

   No matter what type of marketing you do online, all of it needs to be focused on how your product can make your prospects' lives better.

6. **Any Part of Your Communication**

   In addition to using the online marketing tools and resources mentioned above to share the hidden benefits of your offer with prospects, you also need to use any other type of communication, such as speaking with a client on the phone, or conducting a teleseminar, to keep touching on how your prospects' lives will be improved once they use your product.

Part 2: Communication!

Once you've done all you can to figure out what your prospects want and how your product will improve their lives, the next phase involves effectively communicating that message to them so that they are more likely to do what you want them to do, whether it's buy a product, opt in for a free report or complete a survey.

Communicating for Maximum Response

Many people get caught up in the mechanics of copywriting, such as explaining the benefits and following the AIDA (Attention, Interest, Desire and Action) formula.

However, there's something that is often overlooked when it comes to writing good copy: storytelling.

Our lives are all about stories, from the time our families gathered around the dinner table to share stories about how their days went to telling ghost stories with friends around a campfire to reliving high school days at class reunions. Stories are interesting and, therefore, keep people's attention.

If you can become a good storyteller, you can easily become a great marketer.

Example: A Family in Foreclosure

If you're selling an e-book or course about stopping a foreclosure, tell a story about a family who went through the pain and embarrassment of losing their home to foreclosure and how they wished they had found your solution. Then complement that with a story about a different family who faced the same predicament but found a way to stop their foreclosure in the nick of time, using your system.

These types of stories not only get your attention, but they also help you to see the characters in the story as real people, and, in this case, feel the pain that they endured or joy they experienced when they conquered their problems. When people read about how someone succeeded at something, it makes them feel as though they can do it, too.

Success stories are even more powerful than testimonials. Here's the difference, in my opinion: Testimonials involve people talking about how great a product is, without any mention of specific results.

Success stories, however, give details of exact results, showing what's truly possible for people to achieve. Success stories dig deeper into a testimonial to discover the specific results, which is ultimately what your prospect really wants to know.

Some Tips for Maximum Money

Finally, let's talk about some tips for making maximum money in your business.

1. *Your prospect's life must be BETTER after they consume EVERY single step of your marketing process – not just when they buy your product.* This isn't just about simply improving people's lives by having them buy your product, download a free report and so on, but through every aspect of your marketing PROCESS. If your marketing doesn't do this, you are making a MAJOR mistake.

   It's difficult enough to get and keep your prospects' attention, but when you do get someone to take the actions that you want them to take, you need to make sure that you're providing great value through every step they take – even with the stuff you give away for free. If you offer them a free mini-course, for example, make sure that it provides enough valuable content to improve their lives, regardless of whether or not they ever buy your complete product.

   If you can't honestly say that the email you just wrote and sent out to your list improves your prospects' lives enough to make them want to stay on your list and order your products, then that's not the email you need to be sending out. Take the time to write a new, more valuable email.

2. *Follow your own marketing process to see if your websites, auto-responder messages, blog posts, free reports and so forth are truly providing value for your prospects.* If they're not, simply improve upon those aspects of your marketing. Your prospects will never again give you the time of day if they don't feel as though their lives were improved during every stage of your marketing process.

3. *When anyone is about to make ANY decision, one of the most powerful influences can be hearing or reading about someone that already made the SAME decision.* Testimonials and success stories are very powerful in getting people to pay attention to your marketing message. There's probably nothing else that's more influential in getting people to take action.

   If you're driving traffic to an opt-in page where you're trying to generate leads for your business, try adding a testimonial or two. You can run a split test, but my guess is that it will increase the rate at which people will opt in, as long as the testimonials seem real to the prospects.

   So, anytime you're asking someone to do anything, find a way to work in a demonstration of how others were happy taking that same action.

Final Thoughts

The currency that your prospects are paying you with when they enter your marketing funnel is their *attention*.

Your marketing must EARN their attention by providing far greater value than the currency they're paying you – or else they will direct their focus elsewhere!

Never fail to exchange something far greater in value than the ATTENTION someone is spending for it, or you run the risk of never getting their attention again!

Your Action Plan

Take a minute now to think about John's strategies and how you can apply them to your business – or your life.

1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?

2. What are two actions, one big and one small, you can take right now? What will you immediately do today to make the biggest difference in your life?

   Big:

   Small:

NOTES

"We make a living by what we get,
but we make a life by what we give."
– Winston Churchill

Eben Pagan, entrepreneur and marketing expert, didn't start out on a clear path. In fact, he started out in a 500-square-foot trailer trying to organize all of his dating disasters and feats into a sellable product. Using his own experiences and all the strategies he had taught himself by studying others, he pioneered one of the first successful dating advice businesses. He has used his achievements in the seduction industry to create a multi-million dollar organization teaching others what he learned about business and marketing.

Eben started in San Diego as a real estate broker who couldn't get a date to save his life and, in just seven years, built and grew a dating advice service into a company that generated over $25 million annually. He currently runs a 100% virtual company dedicated to teaching entrepreneurs how to start and grow profitable businesses.

His continued philosophy? *Give away 10X more value than you ask for in return.*

Eben married his wife, Annie, in 2011. They live in Santa Monica with their daughter.

How Eben Got Started in Internet Marketing

15 years ago, Eben was a longhaired guitar player on tour, getting his first taste of financial hardships. Without any real models of success, having grown up in an area in the Pacific Northwest he calls the "boondocks," Eben sold his guitar for a trailer and got his real estate license. In his first year, he sold just one house, so he decided to get a real estate trainer and started studying.

The lessons he learned shaped the rest of his life. Eben's studies helped him realize that his passion was not in real estate, but in sales and marketing instead. He started a consulting firm and soon after, his friend and fellow Money Master, Dean Jackson, suggested that Eben write an e-book.

Just as he had done with real estate, Eben immersed himself in a new topic he was trying to master: dating. He had a good job, a nice apartment on the beach and a new car, yet he still struggled to get a date. He went to seminars, read books and eventually started hanging around with guys who understood how to relate to the opposite sex. He was able to gather a lot of information, and he figured that many other men in his previous situation would want to learn it. So he created his first e-book with dating tips for men.

After teaching himself how to create his own website, Eben launched his new product and sold a few copies the first day the book went online. As the orders continued to come in, Eben realized that he was no longer trading his time for money. His clients were downloading his product and the money was just appearing in his bank account.

He decided to test his prices, raising his e-book from $29.95 to $39.95. Until that point, the most he had ever sold on a good day was six books. However, once his prices grew, so did his sales. He sold 10 copies the first day.

But Eben still wasn't satisfied. He kept building the business, creating audio and video programs and facilitating live training programs. He also launched a dating advice program for women, then produced training programs in the business industry that taught entrepreneurs how to publish information products and how to supercharge their productivity.

Defining Success

Like most people, when Eben first started out, he thought that money would automatically equal success. His definition of success has since dramatically changed. Instead, he believes that focusing on money actually brings scarcity to your life because it doesn't fulfill you over the long term. Instead, he chooses to follow the words of Joe Sugarman, the Mail Order Maverick and marketing legend, who says: "What you focus on expands."

Focusing on money doesn't work because money is only a symbol. Instead, you have to focus on value.

Moving the Free Line

In the past, products used to cost a lot more money to make and distribute. 20 years ago, it might have taken you a million dollars to create a software program. Today, you can hire a team of developers to build a piece of software, get it up and running on a virtual server and develop a prototype for only $10,000.

Because things are much cheaper and easier to create and market, when Eben first released *Guru Mastermind*, his training program on creating, marketing and selling information products online, he decided to give the first month away for free. His goal was to give $1,000 worth of value to anyone who wanted it.

He moved the free line – and captured a significant number of customers using this concept, which would influence many other marketers.

MASTERING YOUR INNER GAME

When you're starting from scratch, much like Eben and our other Money Masters, you have to re-tool your psychology. Working a job requires a different mindset than running your own business. You need to move from a *value extraction* paradigm to a *value creation* paradigm.

If you can't embrace this philosophy, it will hold you back from success. Think of it this way: Most people try to extract value from the world or from their employer, because no one ever taught them how to create value from nothing. Instead, as a business owner, your job is to bring things together and innovate in a way that serves other people and yourself.

The Justice Mechanism

To get to a point where you're adding value, you have to overcome a tricky self-serving mechanism that just about everyone has, which Eben calls the Justice Mechanism.

Most people play the transaction game, which originates in a scarcity mindset. They're constantly evaluating how much they're giving versus what they're getting – and always trying to get the better end of the deal. The average human can rationalize that fairness means getting equal value or getting the better end of the deal – but never the worse end of that deal.

There's a psychological study that illustrates this mindset:

- The study involves two people, one of whom is given $100 (Person A).
- That person is asked to divide the money between themselves and the other person (Person B).
- After Person A divides the money, Person B gets to decide whether or not to accept the deal. If Person B accepts, they both get to keep the money. If Person B refuses, no one gets the money.

In most cases, Person A splits the money down the middle, and Person B agrees that they should both keep the money. However, sometimes, Person A gives themselves more money, figuring that Person B is still getting free money. Ultimately, the study determined that the tipping point when Person B rejects the deal is at $70 / $30. Even though they would still be receiving $30 for free, Person B would rather not accept it than see the other person walk away with $40 more.

However, in this scenario, everyone loses.

The Solution: Learn to Love the Short End of the Stick

One of Eben's favorite examples for overcoming the Justice Mechanism comes from a restaurant in San Francisco.

When you sit down, you are given a big jug of wine and two glasses. At the end of your meal, you are asked to report how many glasses you drank and pay accordingly. When a reporter came to check out the restaurant's deal, he informed the owner that he was getting ripped off.

The owner didn't care, he told the reporter. There was a line around the block of people waiting to get in, which was his goal the whole time.

Key Strategy: Give Your Customer the Better End of the Deal

If you can get your customer to think they're getting the better end of the deal by only paying $100 for a thousand dollars' worth of products, they'll be hungry to buy.

You have to learn to love getting the short end of the stick, as long as you structure it effectively to work for your business. Ultimately, your customers will feel like they won, and you get to feel like you've contributed to their lives.

"Since you get more joy out of giving joy to others, you should put a good deal of thought into the happiness that you are able to give."

– Eleanor Roosevelt

MASTERING THE OUTER GAME

In the external world, there are two paths to creating value: offline and online. The common denominator between both is that you have understand 1) how to create value for others 2) while getting value back in the form of money. Once you master this skill, you can scale it up to build a profitable business.

Offline Strategies

Get into an industry where you have to work with people one on one, face to face and help them get the results they want. Sales and marketing are great places to start. Real estate and mortgages are also good industries to start in because, if you're going to succeed, you have to take care of your clients and associates on an ongoing basis. They often don't trust you or your product, and you have to discover how to work through that.

When Eben first got into real estate, he was knocking on doors and cold calling. He hated cold calling. Knocking on doors didn't go much better. One day, he stopped at a house with a "For Sale by Owner" sign. As soon as he set foot on the property, a man came outside and asked if he was a broker. When Eben answered that he was, the man yelled, "Get out!"

Although this experience was traumatizing at the time, when Eben looked back, he realized he needed to overcome all of that to get where he is now – in a position where he can make a difference in the world.

Online Strategies

Affiliate marketing, or selling other people's products online, is one way to get started online. Amazon.com, for example, offers an affiliate program. It's simple to write a blog about a popular topic and link to any products you mention. By using your coded link, you'll get a portion of any sales.

You could also make a video about a product you love. When you post that link to YouTube, use your affiliate link. Make a couple of sales and you're basically a Canon salesperson without a website.

BUILDING YOUR LIST

There's almost nothing more powerful for increasing the size of your business, profit and scalability than building your list and establishing a relationship with your customers. Using your list to nurture relationships can mean the difference between your customer buying one $20 product and buying over $500 (or more!) worth of stuff over the course of your relationship.

The Customer Avatar System

For long-term profit, you have to switch from "group think" to "individual think." Your list is not just a list of names. It's a list of human beings. If you treat them like a group, or if you talk *at* them, then what you say will not resonate with them.

If you treat them as individuals – and you put effort into building a relationship – you will create raving fans.

Have a mental image of your customer, called an *avatar*. Project what all your customers have in common and what makes them unique. Then, script out how your conversation would go with one of them if you met face to face and what you would say if they bought something.

When someone signs up for your list, create an auto-responder sequence that will send out a series of emails at predetermined intervals.

Use the scripts you wrote to dictate these auto-responder emails. For example, your email for a person just signing up for the list might read:

> *"Hi Tony, it's Eben. Thank you very much for coming to my website. I just want to let you know that I'm going to be following up with you.*
>
> *"Every week, I'm going to send you a really valuable tip on {whatever your niche is}. Tell me what you think. I'm also curious: What are your needs right now? Send me an email and let me know."*

The 3-5% of people that respond are the best prospects in the world.

Buyers vs. Prospects

Most companies spend their marketing dollars treating everyone the same. However, there's a big difference between a buyer and a prospect.

Once someone buys from you, they've essentially just raised their hand and said, "I am very special." You want to put a lot of time and attention into that person. Give them additional free products or information and begin a dialogue.

If you're already in business and have to do this reactively, send your old clients an email or letter that says,

> *"Hey Tony, it's Eben. You know, I feel bad, I realized that you bought my product a year ago, and I never did anything to follow up with you. I'm having a party on Friday night and would really like for you to come and meet our employees and some of the other customers."*

Or, "I made you this video. Usually I would charge $100 for it, but I want you to have it." Or give them a discount on your new products.

The most important thing is to treat them like friends. *Don't treat them like customers.*

Realtors are a great example. Most of them sell someone a $300,000 home, get their $10,000 commission, say, "Thanks for the money" and leave. Imagine how much better their business would be if they showed up a month later with flowers and a handwritten note letting their client know what that sale meant to them, then asked their client to do them a favor and tell anyone they know that's buying a house about their services.

How would you want someone to build a relationship with you?

The 5 Areas of Perspective in Business

Altitude is the most important aspect of business success. What is altitude? Perspective. The more perspectives you get, the faster you can move. Altitude is about zooming out and getting a broader perspective that allows you to work more efficiently and more effectively.

There are five areas of perspective in business:

1. **You**

   How do you affect your business? Your image of yourself and of the business will control its success. Develop yourself first into a person that can lead and run a business – the kind of person who other people respect, creates products, juggles different responsibilities and both creates and executes the vision.

   Personal Success Ritual

   Multi-tasking and parallel processing dramatically reduce your productivity. Focus your time in uninterrupted blocks of time. Concentration is power.

   Create a personal success ritual and dedicate a chunk of time to yourself every day. Eben's ritual is to wake up, drink a half-liter of fresh water, brush and floss his teeth, exercise for 20-30 minutes and finish with five minutes of meditation. Whatever you decide to do, make it a ritual. When you make yourself strong, you unconsciously re-program and re-prioritize your whole life. Then, you're strong enough to help other people.

2. **Market**

   Your market and your marketing are two different things. Your market should drive your marketing. Start by solidifying your products and services and the people that buy them. Most people jump right into "How do I sell it? How do I brand it?" Instead, take a step back and ask: *What's the product or service you're going to sell, and who is going to buy it?* That's what makes up the market. Once you get the product and customer matched, then the marketing takes care of itself.

The 3 Questions: How to Select a Niche

80-90% of launches fail, and over 95% of businesses fail within their first 10 years. There is a simple test that you can run to avoid becoming one of the aforementioned statistics. All you have to do is ask three simple questions:

1) *Is My Prospect Experiencing Irrational Passion?*

Is your prospect experiencing pain and urgency? In other words, is there a heightened emotional state? If not, then your prospect isn't motivated, and you'll have to talk them into buying your products.

Pain and urgency is where the biggest opportunities lie. **Most humans are far more motivated by moving away from pain than they are by moving towards pleasure.** For example, there are a lot more accountants than there are tax strategists, because everybody gets to April 14th and freaks out that they will be arrested if they don't get down to H&R Block immediately.

2) *Is My Prospect Proactively Looking for Solutions?*

Has your prospect gotten up and actually started looking? Some people will live with pain and urgency and yet still not act. Humans have a very predictable pattern: We run into a problem, realize that we have a problem, go out and look for options, narrow them, choose the best, take action and then we run into more problems. If you catch someone before they've started proactively looking for solutions, then you have to play the game of convincing them to buy your product. **Talking people into wanting what you're selling is not rewarding work financially.**

3) *Does My Prospect Have Few – or Ideally Zero – Perceived Options?*

If a human has few (or no) perceived options and a huge problem, plus they're proactively looking for solutions when they find you, then they're a buyer. Instead of going into a market where there are dozens of competitors, find the specific niche in that market where there's an unfulfilled need. Then, you will be the only perceived option.

If you can get three *yes* answers to these questions, you owe it to yourself and the world to get out there and test that product. If you don't, figure out how to retool your niche, market or product so you can dramatically increase your probability of success.

3. **Marketing**

In big businesses, marketing involves everything you do to merchandise and sell your stuff, from print advertising to your sales force to your direct mail campaigns to your branding. The purpose of marketing is to figure out what your client needs and fulfill that need. Selling is not about manipulating people. Instead, it's about digging into the mind of the customer and finding out what their real desires are.

The best marketing is actually a product. If you have something amazing, it sells itself. If you put a good layer of marketing on top of a great product, it's unstoppable.

We live in probably the most competitive business environment in history. There has never been a better time to completely eradicate the competition. All you have to do is ask a simple question, something most business owners never do: *What are your customers looking for right now that they can't find in the products that are already available?*

Narrowing Your Focus

Most companies get into business and try to expand their focus so that they can offer their clients everything. However, it's actually much more effective to narrow your focus. When Eben started out, most relationship advice products only taught how to improve the relationship you were already in. There was nothing about how to actually get into a relationship. Eben built his entire business on this niche.

4. **People**

Every big accomplishment in life is done with and through people. Knowing how to relate to those people – as well as selecting and organizing them – might be the most important aspect of any business if it's going to go beyond you.

You Become Who You Surround Yourself With

Confucius said, "Never contract friendship with a man that is not better than thyself." In other words, never make friends with someone who is not better than you. It's very difficult on most people's egos to be in a room full of people who are all beyond them, but there is nothing that will bring you up faster. You become who you surround yourself with.

How to Hire the Right People

If you really want to screw your business up, hire people that you like and that are like you. They will come in, work for you for a year, then steal your idea and start another business. Instead:

1) *Hire Your Opposite*

Find people who complement you. Hire people that aren't like you and can do all the things that you're not good at.

2) *Hire Superstars*

Don't settle for average. 75% of all people that are hired are mis-hires. The average cost of a mis-hire is 23X their average annual salary! It's not the person you hire, but the person you don't fire that destroys a business.

Hire slowly, fire quickly.

Make sure to ask interviewees why they left their last job, their strengths and weaknesses, what they succeeded and failed at and what their previous bosses would say about them. Look for patterns in their answers. Look for performers. Superstars work for impact, not for money. Beware of smooth talkers. Smooth talkers usually are not smooth doers.

3) *Hire Proactive People*

The single most important quality to look for in a person is whether or not they are proactive. Do they step up and ask for more responsibility? Do they take their projects, own them and drive them to results?

If they're working on a project and have a question, do they send you an email and do nothing more, even if they don't get a response? Or do they email, and when they don't hear back email again, then call, then show up in your office?

Proactive people are results-oriented. They drive projects to completion. They also have a sense of personal responsibility. They will step up and take responsibility when something goes wrong – and credit their team when things go right.

(For more on this topic, see Eben's article at the end of this section.)

5. Systems

Systemizing your business and building systems to automate busy work will free you up to do higher level tasks.

The Daily Update

Once you've hired your new superstar, ask them to send you an update at the end of every day telling you three things: 1) What they did that day and what results they got, 2) what problems or challenges came up and 3) any questions they may have for you. If you watch someone's daily updates for a month, you will learn more about them than people who have known them for years.

"A leader's job is to get the right people on the bus and the wrong people off the bus."

– Jim Collins

New Wealth

In the past, wealth meant accumulating money. Now, it's about creating more in societies and relationships, collaboration and abundance.

When you give things away, you get more. Most of us have a Justice Mechanism, and we're not willing to give unless we get something back. That's small thinking. It's also doing an injustice to yourself because you're holding yourself back.

Case in point: If you teach someone something, you are learning in the process. You're learning more about the topic, you're discovering how to teach, you're exploring how that person learned and you get gratification from another person learning.

The new wealth is exponential, because when you give it away, you don't lose it. You actually get more of it back.

We're all looking for actualization, to become the best that we can be. When Eben started realizing that more money wasn't making him happier, he started looking at contributing value to other people's lives. He realized that there are so many profits in his business that have nothing to do with money.

For Eben, it's ultimately about contributing to other people's lives. It's not just about creating value for other people or helping them make money. It's about figuring out what they want to achieve, how they want to help the world, what they want their lives to mean and helping them accomplish that.

You can do really well by doing good.

"You can't convince anyone of anything.
You can only give them the right information,
so that they convince themselves."

– Eben Pagan

HIRING SUPERSTARS TO GROW AND RUN YOUR BUSINESS

By: Eben Pagan

Selecting the right people is critical to running a successful company. If you don't get the right people in place, you will severely harm your business in the long term.

Bringing someone into your business is a huge decision. 75% of all people hired are mis-hires and 50% of all marriages end in divorce. Although not entirely the same, there is a common thread between marriage and employer / employee relations. If you bring someone on your team, train them and fire them, you lose massive value. You have to make up for lost time and training, fill the position and deal with the negative feelings. If you think of the hiring process as a marriage, not as a simple act of finding a robot to perform tasks, and put more time into it than you think you need, you will have far more success in creating a team of superstars. While it's really hard to over-interview (or to spend too much time getting to know someone), it's really easy to under-interview.

Where to Look

The single best place to find people who are honest, ethical, motivated and hard-working is through other people that have these qualities. Use referrals from people that you know, like and trust – people you have experience with and people who have proven themselves to be A-level players in every way.

The Virtual Bench

Continuously look for superstars. Anticipate positions that will need to be filled. Anytime you meet someone that has all of the qualities you are looking for in a team member, make a note to yourself or tell the other members of your executive team. If you maintain this process of getting to know superstars and sustaining a relationship with them over months, or even years, you will have already created a database of potential hires down the road as your company grows.

Create Hoops

If you need to add a team member and have not been proactively searching, you will need to create a series of hoops for prospective employees to jump through. When you broadcast your ad on sites like Craigslist, don't just ask prospective hires to send in their resumes. Have them answer a specific question about themselves, fill out a survey or explain how they would approach a particular project or task. Give them something extra to do. 50% of people won't even do it, and they'll disqualify themselves immediately so you don't have to. You can multiply this strategy by posing extra questions to the people who got through the first round and so on to speed up the elimination process.

WHAT TO LOOK FOR AND HOW TO FIND IT

Once you've found who a potential hire, bring them through an interview process. Hopefully, if you were able to prescreen your potential hires, 80-90% of what you need to know will already have been determined. However, here are some helpful tips and questions to determine whether the person is a good fit for your organization.

Understanding Your Goals

When you are hiring a new person, you have to think long term. Expand your focus beyond filling an immediate need. What most people in business don't realize is that you are not hiring someone to do simple tasks. You are bringing a human being, who has their own thoughts, aspirations, fears and views of the world into the culture of your company. Make sure that their goals match those of your business.

The Microsoft Model

According Steve Ballmer, the former CEO of Microsoft, the two most important things to look for in a new prospect are 1) passion and 2) a proven track record of successfully driving projects to completion. Essentially, you want someone with energy, someone who is really engaged and someone who loves what they do.

Find people who love business. Most people are only interested in getting a job to pay the bills and aren't truly passionate about business. And it really does show. If someone isn't interested in business, there's essentially nothing you can do to motivate them to excellence.

Ask: "What do you like about business?" Most interviewees won't expect this question. You'll either get something like: "Well, I like business because it gives me a steady paycheck to pay my bills," (which is likely) or "I like business because I love figuring out how to get things done faster, more efficiently and at a higher ROI" (which is a much more interesting answer).

If you find people who love business and enjoy the game of business, you'll find that in the long term, they work out much better.

The Qualities of Being a Star

Most people in most jobs in most companies are not engaged. They are not interested, and they are not proactive. They may even need a threat just to complete simple responsibilities. If you understand the traits that make certain people *drivers*, you will hire people that not only do the right thing and do it long term, but also bring the right values and support the growth of the business:

1. **Proactive:** As Stephen Covey discusses in *The Seven Habits of Highly Effective People*, most people are reactive. They are waiting for something to trigger them to action. They don't possess the skills or the natural ability of looking at a problematic situation and figuring out what needs to be done to improve or solve the situation. Don't hire these people! Hire someone who is constantly looking for something they can take responsibility for.

2. **Personal Responsibility:** Most people have a victim mindset. They are always finding excuses or placing blame on things outside of their control. People that have a personal sense of responsibility are not blaming anyone for the results of their life.

   For example, ask a potential employee why they left their last job, and pay attention to the language they use. They could have been laid off, but the way they present that situation will tell you a lot about them. If they say that a better opportunity came up that they decided to take, they have a personal responsibility for their actions. If they say that there were budget cuts and their position was eliminated, they are using external forces to direct their lives.

   You can also ask about a previous project that they worked on. A proactive person who takes responsibility might say that although challenges arose, they were able to figure them out and get the job done by making the best of a bad situation. A reactive person who doesn't take responsibility might say that they didn't have the best resources or they didn't have a good boss.

3. **Results-Driven:** You want to hire someone who is not just thinking about work, but also about the outcomes they are trying to achieve. The combination of result-orientation and personal responsibility yields an individual who is willing to own the results. As they are doing the work, they constantly have the outcome in mind and make decisions accordingly.

   When interviewing someone, ask them about the projects they have worked on. Did they get done? Were they on time? What were the successes? What were the failures?

What to Avoid

If you bypass certain screening methodologies, you will end up with inconsistent people who may have been good at the beginning but, over time, are no longer able to perform the tasks at hand. As the business grows, they won't be able to keep up. As a result, their stunted work ethic and counterproductive attitude will drag others down and negatively affect the culture of the company.

Look out for these C-level players. These are the kind of people who take credit and align themselves with anything good that has happened, while avoiding any blame for negative situations. They also fail to recognize the contributions of other people. You want someone who will take responsibility if something goes wrong but will also give credit to the team when things go right.

Why NOT to Model Big Corporations

A big mistake that people make when hiring for growth is trying to copy what big companies are doing. Fast-growing startup businesses are very different from large, established companies in terms of people needs. If you're hiring people to expand your company fast, you want to avoid individuals only interested in the politics of working the system inside of large organizations. Instead, look for resourceful, high-energy, flexible and open-minded people who can ebb and flow with whatever is happening in the moment.

But be careful. Don't hire people that are TOO entrepreneurial themselves. If you do, they'll just learn from you for a few months, then leave to start their own business – ones that may end up looking surprisingly similar to yours! Finally, be sure to talk to an attorney to understand the difference between "contractor" and "employee" to make sure you're classifying the people you hire correctly.

MANAGING NEW EMPLOYEES

Positioning New Hires

People don't like to be put into artificial status positions with labels. When someone new starts, don't give them a job description, title or box in a big chart. Instead, try to spend a lot of time getting to know them (typically months). Then, match their talent or strength with a role that needs to be filled inside your business.

In the beginning, give them some simple projects – mostly as an education. Over time, they'll help to co-create their role and co-create the entire structure of the company. If the person has a lot of experience, they should be able to lead a team or group at some point. However, don't assign them the power up front. Instead it should be earned over time by gaining respect as a resource for other people in the company.

If you've chosen your employee well, and done a good job of matching your need with their talent, then it will work out. If not, then you have some tweaking to do.

The Trial Period

If at any time in the first few months you get a feeling that you may have hired the wrong person, you're probably right. There's a difference between not knowing if you hired the right person and getting that gut feeling that you actually hired the wrong person.

Make Everyone Right

One of the biggest challenges in business, especially as it grows, is managing individuals on a group level. You will hire people that are more creative and think conceptually. Then, you'll have others that are more in touch with their five senses and like to do things in the real world. You can't put one person's individual needs in front of those of the group (or company). A great way to manage this is to give everyone a say so that they feel significant and know that their opinion matters.

As your business grows, there will be a greater need for structure. That structure creates a dynamic tension with those who seek creative freedom. As a business owner, your job is to make sure everyone is right. Let your employees collaborate. Let the highly structured people bring organization and let the creative people innovate. Most of the big breakthroughs in business come from left field, from the wild, absent-minded professors, but in order to grow a business into a successful enterprise, you need a lot of structure and systems in place. If you allow too much of one, it will overpower the other. Always maintain a healthy balance of the two. In doing so you will have an organized and structured business that supports growth, creativity and flexibility.

Your Action Plan

Take a minute now to think about Eben's strategies and how you can apply them to your business – or your life.

1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?

2. What are two actions, one big and one small, you can take right now? What will you immediately do today to make the biggest difference in your life?

   Big:

   Small:

NOTES

“The way a team plays as a whole determines its success. You may have the greatest bunch of individual stars in the world, but if they don't play together, the club won't be worth a dime.”

– Babe Ruth

After suffering depression and surviving a car accident at the age of 19, Brendon faced what he felt were life's last questions: "Did I live fully? Did I love openly? Did I make a difference?" His intention to be happy with the answers to these questions led to his life's purpose: helping others live, love and matter. He spent his 20s researching psychology and leadership and consulting at Accenture. By age 32, he struck out on his own and became a #1 best-selling author, an in-demand high performance coach, a sought-after speaker and an early pioneer in the online education space.

Today, Brendon is widely considered one of the world's leading high-performance coaches, according to both *SUCCESS* magazine and Oprah.com. His videos have been viewed more than 100 million times and more than 2,000,000 students have completed his online courses and video series. For these results, Oprah.com named him "one of the most successful online trainers in history."

A #1 *New York Times*, #1 *Wall Street Journal*, #1 Amazon and #1 *USA Today* best-selling author, Brendon's books include *The Motivation Manifesto*, *The Charge*, *The Millionaire Messenger* and *Life's Golden Ticket*. His book, *High Performance Habits: How Extraordinary People Become That Way*, debuted as a *Wall Street Journal* best-seller, and Amazon named it one of their top three best business and leadership books of 2017. Brendon is also the star and executive producer of the #1 self-help series on YouTube. His live webcasts have generated tens of millions of dollars in sales.

How Brendon Got Started in Internet Marketing

At the age of 19, while working a summer job in the Dominican Republic, Brendon was involved in a life-threatening car accident. He saw the accident as a second chance at life, which he called "life's golden ticket." During the rehabilitation process, Brendon immersed himself in Tony Robbins' teachings to bring clarity and direction to his life. He knew he had a message to deliver to the world, and his next task would be to find a platform to project this message to the masses.

In college, Brendon wrote his first book, *The Student Leadership Guide*, giving him a name in the leadership industry for young professionals. After college, he began his career at Accenture as a leadership consultant, building programs for nonprofits and Fortune 500 companies including J.C. Penney, eBay, Best Buy, Nordstrom, Levi's and Walgreens. Although he was gaining valuable skills, he kept going back to his message and finally wrote his second book, *Life's Golden Ticket*.

The day he realized he was already standing on the platform he needed to get his message out was when everything shifted.

Getting Started in Business: Building Your Train

Think of business like building a train line. When many people first decide to build a business, they usually exhaust their finances, running up credit card debt and borrowing from where they can. With this money, they then go out and purchase the railroad ties. Next, they line all their railroad ties up in the right way in hopes of reaching their destination and demographic. Finally, they purchase the wheels, followed by the train cars, engine and fuel, all with their own money, capital, energy, expertise and time.

But what they've failed to see is a more intelligent way to position their business: What if you could attach your business to a super train that already exists: Fortune 500 companies and global nonprofits? Instead of trailblazing, you can hitch yourself onto these trains and reach your audience in a much faster and less expensive way.

These super trains have already invested the time and resources to serve and sell a specific audience the business owner is trying to reach. If you can form a partnership with these brands, you'll leverage that relationship to create instant trust. Partnership marketing creates *borrowed credibility* that can shortcut you to success when starting a new business.

Key Strategy: Building Trust

80% of the population doesn't believe what they read on a corporate website. But 90% believe a person who they know and trust.

Case Study: Breaking into the Youth Market

When Brendon wrote his first book, *The Student Leadership Guide*, he had limited credibility within in his demographic – and very few prospective customers.

While he was waiting for the book to be released, he saw an ad for a movie from Sony Pictures that was clearly trying to reach the same demographic as his book. Brendon decided to call them directly and pitch an innovative idea in which both parties could benefit.

Although he had to talk to a number of people before he reached someone interested in listening, he finally pitched the right person. They agreed that:

1. **Brendon would deliver a training program for college students.** Knowing that 50% of students that go to college in the United States never graduate and end up dropping out with massive and emotional debt, Brendon decided to create a program centered on igniting students' self-esteem and success.

2. **He and Sony Pictures would co-sponsor a sweepstakes for the program.** Brendon was asked to put up $1100 dollars of his own money and, even though he hadn't even formed his own company yet, he agreed.

3. **Both parties would benefit massively.** Sony got their movie tie-in, plus positive publicity for being associated with the youth-centric program. Brendon got massive exposure in the form of five million guaranteed hits, plus a list of 64,000 leads in his demographic within days.

Ultimately, Wachovia (now Wells Fargo) and the Princeton Review would also get involved with Brendon's program, giving him all the credibility and access to potential leads that he needed to get this area of his business off the ground.

"If people like you, they'll listen to you, but if they trust you, they'll do business with you."

– Zig Ziglar

Drip Economics

When you're building a list, it can be challenging, especially if you're adding one person at a time. Brendon calls this mentality "drip economics" because it feels quite similar to water torture.

Instead, by utilizing a partnership marketing strategy, anyone can align with a company or organization that already has a giant customer distribution list. This allows you to reach more people much more quickly and easily.

Case Study: Building Credibility

Brendon knew he had expertise in the areas of leadership and innovation and was interested in creating an e-book. He decided to partner with a large organization to create and release the book. In return for a partnership deal, he created the e-book in Microsoft Word. They designed it, put it on their website and promoted it to their audience.

The results?

- **The organization used the book to add value** to their internal employees and their external sales force.
- **Brendon got $3.21 every time the book was downloaded**, which turned out to be over 117,000 times.
- **Additionally, Brendon also received:**
    - *The borrowed credibility* of partnering with the company, which was well known in the marketplace.
    - *Thousands of speaking inquiries* as a result of the visibility he got from this partnership.

How to Create Partnership Marketing to Get Leverage

Step 1: ***Define*. What's Your Unique Content or Your Unique Experience?**

Ask yourself: What do you have? What are the unique assets, knowledge or content that only you possess?

Step 2: ***Research*. Who Is Already Reaching Your Audience?**

First, make sure you know everything about the target audience you are trying to reach. Who is your ideal customer? Then figure out what organization is already capturing your audience.

Step 3: ***Target*. Who Is Your Organization? What's Most Important to Them?**

Once you know the organization you would like to partner with, figure out what's important to this organization.

1. What's their mission?
2. What are they trying to do?
3. What's their biggest goal in the next 12 months?
4. What are they focused on achieving?
5. What is most important to them as a company / organization?

Tips for Understanding Your Potential Corporate Partners

1. Go to the company's website and download their annual reports and press releases.
2. Sit down with a highlighter and highlight all the phrases that the executives are saying until you see a pattern *where all parties align*.
3. Major corporations set a strategy and, from this strategy, they build initiatives. From initiatives, they build a budget to support that initiative. Figure out their strategy, as well as the top two or three things they're focusing on.

Step 4: ***Focus*. What Is Their Marketing Message?**

Once you know the audience and what's important to them, focus on the company's marketing message. What are they saying to their audience?

The 3 Steps to Approaching a Corporation

1. **Research the Right Contact**

   Find out the person involved in marketing initiatives for the company and email them directly. Ideally, you're looking for the Vice President of Marketing, the Chief Marketing Officer or the Director of Marketing.

2. **Write the Email**

   Discover the formula Brendon uses for his pitches in his article at the end of this section, called "The Power of Partnerships."

   For now, just realize this: When you're pitching somebody, you're not trying to get the deal. You're trying to sell the next step, which is usually a live, in-person meeting.

3. **The Live Meeting**

   In the live meeting, run through the same basic process showing them you know who their target audience is, what their company stands for and most importantly, what value you can add to their marketing. Ask lots of questions and brainstorm with them so you're already setting the foundation for a great partnership.

   Remember: At the end of every sales meeting in history the person may either say "yes" or "no." But more often than not they say, "Sounds great. Send me something."

   At that point, you'll go home and create a proposal. Send the proposal back to them and brainstorm suggestions together to make sure it's accurate. Then, your contact will take it to their superiors and the process will start again.

Case Study: Creating a Magical Experience for Bed, Bath and Beyond

Brendon recognized early on that the key to partnership marketing is finding a way to meet the needs of his partner company in a unique way that drives traffic and customers.

Brendon had a breakthrough when his contact at Bed, Bath and Beyond insisted that they were not the right company to work with because they only advertised through circulars. They were only interested in that single channel of advertising.

However, Brendon knew a circular wouldn't be as successful as creating a brand experience. Instead, he presented the idea of setting up a mock dorm room at a live event with a Bed, Bath and Beyond storefront where college students could compete to see who could create the coolest dorm room.

Then, students could go home and compete by decorating their own dorm rooms and posting videos showing their own Bed, Bath and Beyond products.

Suddenly, Brendon's contact was much more interested, and his idea led to a contract with Bed, Bath and Beyond.

Ultimately, Brendon realized that creating a lasting, magical experience was the key to success in partnership marketing.

Key Strategy: Remember What's Getting Sponsored

Many entrepreneurs make the mistake of thinking they'll never get sponsored because they're not famous. However, when you're partnering with an organization, it's important to recognize that *it's not you they're sponsoring*.

They're sponsoring the message you're delivering. So if you create a project that's going to engage their customers and create a unique experience, they will be interested in you, even if you're not a big brand.

Instead, the brand is the *experience* you're creating for people.

HOW TO APPROACH A NONPROFIT ORGANIZATION

Approaching nonprofits works differently than approaching a corporation.

In a corporation, you're almost always working with someone in the marketing division. However, in a nonprofit, you'll want to change your approach. Here's why:

Keep in mind that the goals of a nonprofit are different than those of corporations. Their goals are generally focused on two areas:

1. Raising awareness for their cause and their organization.
2. Raising funds.

You can't raise funds without the awareness. So, when you approach a nonprofit, you have to approach the right person with this in mind.

The people who have the power in nonprofits generally work in the development department, the division in charge of raising and spending money. Start by finding contacts in development and demonstrate how you can both create awareness for their cause and raise funds in a unique way.

Case Study: A Golden Partnership for a Golden Cause

For Brendon's book, *Life's Golden Ticket,* he partnered with Junior Achievement, a nonprofit organization focused on empowering young people to own their economic success.

Junior Achievement agreed to put Brendon's book on their home page, getting him exposure to over six million visitors a month. In return, he listed them on the back of his book and featured them in his book tour to 42 cities, talking about their mission and his personal relationship with them.

Recovering from Disappointments and Setbacks

Throughout his career, Brendon has experienced has experienced disappointments, just like any other entrepreneur. To help you recover from these inevitable setbacks, he suggests you:

1. *Learn* from the partnerships you do not create.
2. *Deconstruct* them on an analytical level so you can understand why the deal didn't get done.
3. *Ask for feedback* from the organization or company directly. Sometimes, this conversation might even allow you to turn the deal around.

A lot of people start with Fortune 500 and Fortune 1000 companies. However, there are well over 2,000 large private companies and millions of small businesses around the world. Broaden your scope and go out there to find one who will say yes.

That being said, never let your small businesses make you small-minded. Don't let that the fact that you have a small business shrink your ambitions to work with the large companies and global organizations.

Summary: How to Create Great Partnership Marketing in 5 Steps

1. Pick a project that you want to do.
2. Pick your partners. Go understand them. Research them. Reach out to them.
3. Create a great pitch and deliver it to the key people in the organization / company.
4. Brainstorm with your partners. Co-create to forge a lasting relationship.
5. Then, go back and start at Step One again.

"Everybody is going to fail. Everybody's going to hit the hard times. When you find something to fight for that's bigger than you, you find more courage, more confidence, more heart than you ever knew you had."

– Brendon Burchard

THE POWER OF PARTNERSHIPS

By: Brendon Burchard

Why do most entrepreneurs fail?

When I asks that question in my seminars, I most often hear that either (a) the entrepreneur was trying to do everything themselves, or (b) they didn't have enough customers.

What if there was an approach to building businesses that could solve both these issues?

I call the approach "The Partnership Model" because it involves partnering with other organizations that are *already* doing similar work that you're setting out to do and *already* reaching the demographic you're trying to reach.

Imagine if you could team up with a major nonprofit or Fortune 1000 company to spread the word about your new product, service, event, tour, cause or dream. Imagine if you didn't have to do everything yourself, but, rather, you could leverage the staff, budget, resources, infrastructure and distribution channels of another organization. Imagine if you didn't have to worry about getting new customers because your partner organizations were constantly driving new business to you.

And now imagine you could do all this while helping your partners and making a significant difference in the world. That's what the Partnership Model is all about.

Why Partnerships?

We live in a world of silos and needless duplication. There are thousands of businesses doing the same thing, inventing the same wheel and attempting to serve the same customer in the same way.

People get so busy trying to build empires from scratch that they fail to look beyond their desks and see that other organizations are already doing the same thing and serving the same customer.

But we can't rewind the clock of time, so let's begin with where you are now and ensure that you learn to leverage other organizations that can help spread your message.

It all begins with an understanding that you *need* partners to rapidly scale your business. You can only reach so many people by yourself, and partners give you access to their customer pools in a way that you could never get. Because partners are promoting you, there is an implied endorsement, which leads their people to trust and buy from you.

I work with a lot of authors, speakers, coaches, celebrities and up-and-coming experts who want to make a difference in the world. A lot of them tell me that they feel they've been given a universal message to share with the world, a message that applies to everyone and can help everyone.

If you feel you've been given a universal message, perhaps part of your mission is to get that message out to the universe. Now the only question is, "Can you do it by yourself?" Without exception, they all say they need help.

I needed help when I started out. When I started to share the message from my book, *Life's Golden Ticket* – a message about second chances that reminds us we can all live fully, love openly and make a real difference – I was quickly frustrated by how few people I could reach. I wanted to reach more people fast.

My epiphany came when I sat down and thought, "What do I know and who do I know, based on my experience, that could help me reach millions of people right now?"

The answer helped birth the Partnership Model.

I spent 10 years volunteering for nonprofits and six years working for corporate America. I *knew* what was important to major organizations. They were trying to do the same thing that I was trying to do – increase awareness and funds / sales. So why not team up?

Since then, I was able to create projects and promotions and share his message through partners like Walmart, Wachovia (now Wells Fargo), Sony Pictures, US Bank, Toyota, Coca-Cola, Kiwanis, Junior Achievement and dozens of other corporations and nonprofits.

What Sponsors Can Do for You

Teaming up with major organizations is an incredibly effective way to get your message out.

Here are 10 things sponsors can do for you:

1. Pay for your projects.
2. Email their customers and supporters about you and you and your business.
3. Feature you on their websites.
4. Feature you in their newsletters and print publications.
5. Issue press releases for you and arrange media appearances.
6. Invite you to speak at their fundraisers and conferences.
7. Distribute marketing material and products.
8. Use your stuff in a sweepstakes.
9. Tie your content into current promotions.
10. Roll out your program to their customers and supporters.

Note: These are all items I have specifically asked for and received as part of my partnership agreements.

Here are common projects that are perfect for partnerships:

- Live events (conferences, concerts, festivals, retreats, expos, sports and adventures)
- Educational programs (training programs for youth or adults)
- Corporate programs (training programs for businesses)
- Product buys and launches
- Promotions, contests and sweepstakes
- Websites, online communities and online events
- Services
- Causes
- Tours

In other words, there are virtually unlimited ways that you can use your knowledge, content, mission or business and tie it in with a major organization.

What You Need to Win: Your Pitch

So how do you get nonprofit and corporate partners and sponsors? It all comes down to a powerful pitch.

First, pick a project to partner up on. What is the next promotion you are going to do? What new product or program do you want to roll out to the world? Get clear on what your next step is in your business.

Once you have a few partners in mind, it's time to make your pitch. A pitch is just a short introduction of you, your project and why a potential partner should be interested in meeting you or learning more about your project.

Keep the pitch short and to the point and focus on building. I follow this outline for most of his pitch letters, emails or calls:

- *Alignment.* Begin right away by mentioning something your target is already doing in the marketplace. Then compliment them, and tell them you're doing something that can help further their mission, address a problem or add more value to their consumer.
- *Project overview.* This is where you describe your project, whether it's a tour, event, cause, product promotion or online program. Work very hard to tie this into what they're already doing so that they see this as something that is complimentary, rather than another new project to fill their plate.
- *Brief bio.* Tell them who you are, with an emphasis on how you've interacted with their organization in the past. For example, maybe you've volunteered with them for five years or have been a fanatic fan of their product for years. Most importantly, *why* you are doing this current project? The best lesson is to share an emotional story about why you do what you do.
- *Benefits for the partners.* It's important that a potential partner can visualize how they'll benefit from partnering with you. It can be a good idea to share print, online, event, media and other benefits during this time. The greatest thing about partnerships with organizations is that they already have the resources to help you. They aren't expecting you to be the big player. Also, you can basically promise the moon, reasonably and ethically. All partners understand that they won't receive the benefits you're promising unless they deliver what you're asking for – either cash, in-kind or any other request.
- *Benefits for the partners' consumer and community.* This has been the magic bullet for many of my pitches. I'll detail how this project will help my partners' consumers improve their lives or their businesses while, at the same time, making my partner look awesome in their community.
- *Next steps.* Wrap up every pitch by telling the partner how you want them to be involved ("I'd like to talk to you further about being our Presenting Sponsor") and securing another conversation, preferably a live meeting. Once you have another conversation or live meeting with the potential partner, send over a full proposal, which is essentially a longer format of this pitch outline.

How Partners Evaluate Your Idea

After securing partnerships and helping thousands of people through the process, I've gotten crystal clear about what potential partners want and need.

They'll ask themselves four high-level questions about your project:

1. *Does this product, program or promotion align with our strategic priorities?* In other words, does it tie in with their top goals? You can find this type of information on websites and in annual reports.

2. *Does it align with our marketing initiatives?* If you're not trying to reach the same demographic as your partners – and you haven't shown how your project ties into their greater marketing message – then you'll likely lose the deal. Look at their marketing messages and press releases to find this information.

3. *Does this project make us look good to our staff, customers and community?* This is a fairly straightforward question but most people overlook it. Today's organizations want to do good and be perceived as good. Show them that your project accomplishes a greater purpose, even if this simply means providing better information or choices to their consumers.

4. *Is this project manageable, easily attainable and a good investment?* I call this the "triple threat." Every partner, without exception, wants to know that they can win. They want to feel secure that the project is something they can manage along with everything else on their plate – so make it easy for them. They also want to know how this project will create a return on investment in some way, most often by creating a greater awareness with a new audience or a greater affinity with an already existing audience. My favorite thing to say to a partner is, "This project will make your consumers love you, appreciate you and spend more time and money with you."

The Most Important Rule in Partnerships (and Business)

Like any new business approach, the Partnership Model can feel intimidating. Fortunately, the partnership approach is just that – a partnership. Your potential partners will want to work with you collaboratively to create the perfect project or promotion. You don't have to have all the answers. You just need a great idea and a willingness to explore and brainstorm with a potential partner.

The greatest rule in partnerships and in business is this: *People support what they create*. When you engage people with a good idea and let them help shape it to meet their own objectives, you win. It's a simple idea really – when people have skin in the game, they want to see their idea win. That's why all my partnerships are truly collaborative and co-created. I start with an idea, present it to a partner and then work with them to shape the best possible project and promotion.

You don't have to be famous or part of a big company to do any of this. I was just one guy on the verge of bankruptcy when I got started. I didn't have a big team, big business or big outreach. But I had a message, and I was committed to getting it out there. Nonprofit and corporate partnerships allowed me to do that.

I'll finish this article with a question for you to ask yourself:

> **How can I address the #1 problem I'm passionate about in my business, community or the world by bringing in more partners, like a nonprofit or a Fortune 500 company to assist me?**

When you triangulate that kind of firepower, you'll light the world.

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"Motivation is the art of getting people to do what you want them to do because they want to do it."

– Dwight D. Eisenhower

Your Action Plan

Take a minute now to think about Brendon's strategies and how you can apply them to your business – or your life.

1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?

2. What are two actions, one big and one small, you can take right now? What will you immediately do today to make the biggest difference in your life?

   Big:

   Small:

NOTES

A born-and-raised Jersey girl with nothing more than passion, a laptop and a dream, Marie Forleo has created a socially conscious digital empire. Named by Oprah as a thought leader for the next generation, she's the star of the award-winning show MarieTV, with over 50 million views, and host of The Marie Forleo Podcast, with more than 10 million downloads.

Marie has taught entrepreneurs, artists and multi-passionate go-getters from all walks of life how to dream big and back it up with daily action to create results. She runs the acclaimed business training program, B-School, and her book, *Everything Is Figureoutable*, was a #1 *New York Times* best-seller.

After graduating as the valedictorian of Seton Hall University in business finance, Marie Forleo found her first job on Wall Street on the New York Stock Exchange. The fast-paced energy of the trading floor appealed. However, something didn't quite resonate.

Marie also knew that she had a strong creative force that wasn't being fed by working on the floor of the NYSE. She decided to try publishing and went on to work at *Gourmet* and *Mademoiselle* magazines. Although she loved the creative aspects of the job, she just couldn't see her future in magazines.

How Marie Got Started in Internet Marketing

Marie's life changed when she stumbled upon an article about life coaching. Something in her lit up, and she realized that this part of her real path. She started taking classes at night while working at *Mademoiselle* during the day. Eventually, Marie quit her day job and worked nonstop at various other jobs to bring in money while she built her coaching business. During this time, Marie formed a major part of her own personal philosophy: *Live in every moment like it matters.*

Hidden passions started arising in Marie, one of which was dancing. She went on to work with legendary companies like MTV and VH1 and to partner with leading women's magazines like *Self, Women's Health* and *Prevention*. She created four top-selling fitness DVDs and became a Master Trainer for Nike.

At this point, Marie realized she was passionate about a multitude of seemingly unconnected things: writing, hip-hop, psychology, entrepreneurship, creativity, spirituality, fitness and philanthropy, just to name a few. She decided to leverage this unusual combination of interests and skills as a strength, not a liability. She is currently the CEO of Marie Forleo International. She splits her time between the West Village, NYC and the Hamptons with her husband, Josh, and stepson, Zane.

Know Your Customer

Knowing her customers is part of Marie's advantage. She aims to get inside her ideal customers' minds and understand everything about them – almost better than they understand themselves.

In order to understand your own clients, be ready to sit down and do the work yourself. In Marie's case, her ideal clients are often people who want a business like hers, but they're at an earlier stage on the journey. As a result, Marie can easily identify with the struggles and pain that she went through at an earlier juncture.

3 Steps to Connect with Your Ideal Customer

1. **Jump into their shoes.** Any great marketer does this. It just takes a little bit of time and attention, and it takes digging deep.
2. **Have real conversations.** Talk with prospective and current clients through social media, and call them on the phone.
3. **Remember that relationships are your job.** Your job is to maintain the relationships that you have with people and potential customers you come in contact with each day.

"The fastest way to make great money doing what you love is to start loving everything you do."

– Marie Forleo

Marie's "Spiritual Gangster" Formula

If you're looking to start your own business, use Marie's three steps to help you back up your big dream with immediate results. (*Note:* Marie's playful name for this formula created a powerful anchor that moved her to create a business she loved.)

Step 1: **Pick Something You Freakin' Love**

This is usually everyone's biggest problem and why people get stuck. However, when you're really doing what you love, that's when everything will start to work. The people who make the most money – and are the most satisfied – are those who love what they do.

If you're just chasing dollars, you're never going to have the hustle. You are never going to have that drive to get up early every morning or to go to that second job that enables you to do what you love at night. It's just not going to happen.

To help uncover your passion, consider the following:

1. What would you do if nobody paid you for it?
2. What are the things that you talk about, research and read about for fun?
3. What sections of the bookstore do you find yourself in? What subjects could you just envelop yourself in all day long until you feel like your eyeballs will fall out?

The answers to these questions will usually point you toward what you love.

Most of us are usually not willing to admit what we love because we're a little bit afraid of it. However, if you want to be truly happy and successful, you have to start doing some personal excavation, no matter how uncomfortable it is for you.

Step 2: **Create Content or Products That Deliver Value and Results**

In order to go from passion to reality, you have to create either 1) amazing content or 2) an amazing product that delivers incredible value and helps people get results in advance. Start making videos, writing a book, sending email newsletters or posting blogs so you can get some amazing content out to the world and start delivering value to your ideal customer.

In order to deliver content that helps people get results in advance, you have to give people your best stuff for free. It not only will serve to enrich their lives but will get them to trust you as well.

Make sure you work on building a list at the same time. When you deliver content, ask people to share their name and email address so that you can send them more amazing content. This is just one basic way to capture customers' information and begin building a list that will work for you. If you start getting strategic with social media and affiliates, your capabilities for list building are limitless.

Find the confidence to get started. Many of us have thoughts that run over and over again in our heads, telling us that we're not that capable or we're not that good. Your own personal voice might be telling you that you are not a very good marketer or that you're a terrible speaker.

Confidence, in Marie's opinion, is overrated. Even accomplished business owners still have undermining thoughts. The difference is that they've trained themselves not to pay attention and, instead, to keep moving forward.

To help yourself overcome a lack of confidence:

1. *Adopt a live-in-the-moment lifestyle.* Don't pay attention to self-defeating thoughts.
2. *Get over wanting to feel confident.* If you feel terrified, keep moving anyway. Write that article you've been thinking about or email that expert you want to interview.

Every time you can take an action and not listen to the inner voice that says you can't, you'll start to naturally build confidence. Don't wait to feel confident before you start. Start and the confidence will come.

Step 3: Take Care of Your Clients

Once you have a list and a group of paying clients, take care of them and keep delivering great content to them, even after the sale.

At some point, you will want to start selling additional products or services. If you continue to add value to your client relationships, you'll only prime your customers to want more from you.

Remember, you are doing them a disservice if you don't open up to the sales opportunity and tell them what's available.

How to Be Rich, Happy & Hot vs. Broke and Miserable

Behind everyone's actions lie a set of beliefs that influences their lives. Marie's belief is that it is our birthright to make great money and make a difference doing what we love – without sacrificing our family relationships, happiness, sense of fun and well-being in the meantime.

Marie's Rich, Happy & Hot™ brand is dedicated to empowering people with tools to create financial, spiritual and emotional wealth through entrepreneurship. With the right spiritual and mental underpinnings, she argues, you too can be rich, happy & hot:

Broke and miserable entrepreneurs are like arrogant experts. They have professional credentials and usually think their stuff is so good that people should come find them. They're not true marketers.
Rich, happy & hot entrepreneurs find their market. They take responsibility for getting out in front of the right people, getting them into their tribe and taking care of them. That's what real responsibility is.
Broke and miserable entrepreneurs constantly feel like everyone's been there and done that already. They can't envision why their content is any different.
Rich, happy & hot entrepreneurs know that each of us has our own unique voice and perspective. There are people waiting for us to step up and deliver our ideas in our way because they can only hear it from us.
Broke & miserable entrepreneurs spend all their time stuck in the comparison trap. It's easy to go to other people's websites and spend five hours comparing yourself to other people and how successful they are – then spend the next six hours feeling angry, frustrated or sorry for yourself.
Rich, happy & hot entrepreneurs know that there are other successful people out there, but they don't go into comparison mode. Instead, they spend their time staying in the game, creating content and connecting with people.

Inconvenient Truths

Inconvenient truths are Marie's way of referencing situations that don't resonate with the truth of who we are. They show up in most of our lives at one time or another. For Marie, this took the form of a coaching project that promised good revenue. However, her heart simply wasn't in it. Her inconvenient truth was that she didn't want to look silly by backing out, and she didn't want her business partner to think she was a flake.

You may be caught in an inconvenient truth if you:

1. Agreed to a project or situation for the wrong reasons.
2. Can only see the dollar signs attached to a project.
3. Feel like you lack integrity in a situation.
4. Don't want to back out because you gave your word and feel that your reputation is at stake.
5. Feel caught in a situation where your heart isn't in it.

Once you free yourself from whatever inconvenient truths you are living in your life, you will likely find that your passion will come back.

It takes a lot of courage to pass on opportunities that may look like big money but are not aligned with your passions.

However, the more you exert the courage to stay true to your own course, the more successful and happy you will be.

"A harmful truth is better than a useful lie."

– Thomas Mann

Be a Pro

In the interview, Marie stressed her belief in how important it is to her to be a pro in your everyday life – from the moment you wake up to the moment that you go to sleep. She first discovered the concept in Steven Pressfield's book, *The War of Art*.

To Marie, being a pro means bringing a higher level of engagement into everything that you do in life. For example, when you wake up in the morning, bring engagement to making your bed and do it with the precision of a professional bed-maker. When you go to brush your teeth, be a pro at brushing your teeth. Be conscious, instead of unconscious. Become fully engaged and bring excellence to everything you do, even if it has nothing to do with work.

Then, when you invest effort in that project or your new business, how do you think you're going to operate?

The simple truth is that if you've trained yourself to be a pro in everything you do, when you work on the really important things, you're still in that modality. It becomes your standard. It's the way you operate.

Looking at this concept from a business point of view, think about the way people often start a new business. Have you met anyone who's launched without business cards, a professional email address or a quality website? If you were to look at the personal life of that same person, you would probably find that their house is a mess – or they often don't give much attention to their personal appearance.

Ask yourself: Do you really think you're going to bring a high level of engagement to your business if you act like 90 percent of your day doesn't matter?

"No two things can occupy the same space at the same time. So, in any given moment, you're either thinking about all you have to do, or you're actually doing it. So any moment that you catch yourself having a conversation in your own head, saying 'I am so overwhelmed that I don't know what to do,' pick something and act."

– Marie Forleo

CASE STUDY: HOW I BUILT MY BUSINESS

By: Marie Forleo

Use this case study from Marie for inspiration and strategy as you build your first business – or your next business!

In 1999, at the age 23, I enrolled in personal and business coach training at Coach U. It was the first time I really understood that I could build an entire business around making a difference for others. (SWEET!)

I also realized the budding power of the internet and that I could have an international practice with coaching clients all over the world. This was hugely inspiring. I didn't want to be desperate for clients, so I bartended and did other odd jobs to bring in enough money to maintain my NYC lifestyle, while investing in my own business and marketing education.

Key Strategy: Keep Income Coming In

Having other jobs to bring in money while you build your biz can get you further faster.

These other gigs made me aware of three things:

1. **Structure and Limited Time.** Work expands to the time allotted. When you have limited time to devote to your business, it forces you to only work on the highest-leverage activities, meaning the really important revenue-producing stuff. When you have the structure of another job, you can't tinker around with your logo for 10 hours or spend weeks torturing yourself with being overwhelmed or feeling insecure.

2. **Interaction with Live People.** I'm a huge people person, and starting an internet-based business can be very lonely. My other jobs got me out of the house and interacting with real live people rather than sitting in front of a screen with my own thoughts for 12 hours a day.

3. **Money to Invest in My Business.** Image is important. You don't want your website looking like a six-year-old put it up. Unless you have prior experience, you also need to educate yourself in terms of direct response marketing. Don't get me wrong: You don't need a ton of capital to get started, but having cash coming in relieves a lot of stress and speeds your growth and success.

This next part? It's super important.

I learned that potential customers rarely buy the first time they land on your site – no matter how awesome your product or service is.

In order to grow a profitable business online, the #1 thing you need to do is CAPTURE your prospects' names and email addresses so you can build an authentic relationship with them over time. In other words, you need to build your own list of people who want to hear what YOU have to say.

Then take REALLY good care of them by providing excellent free value (blog posts, videos, articles, teleseminars, free training, etc.).

Make no mistake, your list is one of your most important assets.

And remember that each member of your audience is an individual with unique hopes, dreams and aspirations. Treat them all with the utmost respect and care.

Right out of the gate, I began publishing an email newsletter offering weekly articles, inspiration, valuable resources and, of course, information on my coaching services.

I also told everyone and their sister about my newsletter (even when I was bartending) and directed them to my site to get them on the list.

Little by little, I started gaining coaching clients, giving them my very best coaching and doing whatever I could to help them get the results they wanted.

My clients were happy, and I immediately asked for permission to share their success stories on my website and in my newsletters.

Proactively ask your clients for their endorsement. Use as many success stories as you can in your business and for your brand.

Simply put, we human beings often do what we see other human beings doing. That's called *social proof*.

Translation? If lots of people dig your stuff and have achieved results using your product, method or service, a prospect is more likely to trust you, get inspired and think, "Hey, if those other people are happy and achieved great results, maybe I can get those results, too!"

Social proof goes beyond traditional success stories: It's about fans, followers, reviews, comments on your blog, video plays on YouTube, etc.

Once I had a few coaching clients, I realized that if I wanted to dramatically grow my income and my impact, I needed to expand beyond one-on-one work.

I stumbled upon a four-week teleclass offered by marketing genius (and fellow Money Master) Dean Jackson (thanks, Dean!) about how to use e-books as a marketing tool for your coaching practice.

As a result of Dean's class, four important things happened:

1. **In four weeks, I wrote the first version of my book,** *Make Every Man Want You: How to Be So Irresistible You'll Barely Keep from Dating Yourself*! Dean challenged us to quickly move from idea to completion and emphasized the power of a good title. (Remember, good book titles are good marketing headlines!) While this first e-book version was super cheesy (full of exclamation points and hot pink colors), I learned that I could produce results fast if I hustled.

2. **It was my first dip into the world of online product marketing:** diving into the mindset of my prospects, researching keywords, crafting headlines and ads and converting traffic into customers.

3. **It was my first taste of passive income.** That little e-book sold for $29.95. Sometimes I'd come home from bartending and I'd made two or three sales. That taste was enough for me to get hooked on building a business that made money without me.

4. **I became friends with fellow Money Master Eben Pagan**, who, at that time, had recently launched his Double Your Dating business. Dean Jackson made the connection since we both had a similar niche. Very quickly, I realized Eben would be not only a friend and business associate but also a key marketing mentor.

Key Strategy: Play Full Out

In Dean's class, I asked a lot of questions, made myself and my project known and was open for feedback. Because I played full out and followed Dean's advice, he helped me out by connecting me to Eben, which, in turn, led to hundreds of thousands of dollars of wisdom, referrals and business connections.

A BIG Embarrassing Problem

During this time, I was living in a tiny studio apartment in the West Village, NYC, with my then-fiancé. From the outside, everything looked like it was coming together. I was starting to gain traction in my business, I had just published an e-book that began to sell and I was engaged to be married.

But the truth was that inside, I felt like something was missing.

All of the self-improvement tools I had learned and been practicing (like goal setting, affirmations, journal writing, meditation, visualization, etc.) felt inadequate and outdated.

There I was being Little Mary Sunshine for my clients and giving the best life coaching I could while inside I still felt a constant nagging sense of frustration, dissatisfaction and unhappiness with my own life.

Financially, I still had a load of credit card debt. And here's the kicker: After writing that e-book about women and relationships, I realized I did NOT want to marry the guy I was engaged to!

Honestly? I felt like a complete fraud, and it was embarrassing.

Deep down, I knew there must be information in the world about how to be truly happy and satisfied, how to make great money doing what you love, how to have relationships that really work. I just hadn't found all the pieces yet.

Here's what I did (and yes, I was terrified to do it):

I broke off my engagement, took that e-book off the market and took a break from my life coaching practice to find what I felt was the "missing link" for my own life so I could coach others from a place of full integrity.

If you don't have integrity (meaning you're lying to yourself or others), it WILL catch up to you and knock you on your ass.

Let's face it. We're human, so from time to time, we may all find ourselves in a situation without integrity. The key is to handle it fast.

In 2002, a friend turned me on to the lifestyle of living in the present moment. I had one of those "OMG – I just found what I've been looking for!" experiences.

This new approach was all about training yourself to be fully engaged in the current moment, not in your thoughts.

At a deep level, I sensed the truth in what I was discovering. I knew I had found the missing link I was looking for. I was hooked and completely immersed myself in this new approach.

I went to seminars and studied the work of Marianne Williamson, Eckhart Tolle and Byron Katie.

I realized that 99% of my struggles and dissatisfaction were a result of spending waaaaay too much time in my head, listening to my totally BS thoughts!

I had an old, outdated personal operating system (like a computer that's laced with bugs and viruses), and this new material was a huge system upgrade.

Once I began practicing this new "in the moment" approach, things started shifting really fast.

I began making more money, I had more clarity and more energy, my relationships improved and, most importantly, I finally began to experience that deep happiness and satisfaction I'd been looking for.

The Multi-Passionate Entrepreneur Is Unleashed

One of my biggest struggles early on was having too many passions. I love hip-hop music and dance, health and fitness, business, marketing, writing, coaching and speaking.

But every book I read by top career and business gurus gave the same advice: “Choose a field. Become an expert in a tight niche. Be known for that ONE thing.” Sounds logical, right?

And for some people, it’s the perfect advice. Not for me. Anytime I tried to pick one thing to do, I felt like I was cutting off a limb.

So I took a risk and decided to pursue all my passions, despite what the experts said.

At age 25 (which, sadly, is over the hill in the dance world), I started taking hip-hop classes and soon began teaching dance and fitness. I began coaching again. I was getting out of debt, was making more money and was truly happy. I also accepted opportunities to speak in public.

Here’s the secret that most people never learn: I realized that I could be a successful and multi-passionate entrepreneur if I committed to single-tasking with excellence in each moment.

- When I was engaged in the dance and fitness world, I brought my dance and fitness A-game.
- When I was engaged in the coaching world, I brought my coaching A-game.
- When I was engaged in the bartending world, I brought my bartending A-game.
- When I was engaged in making my bed in the morning, I brought my bed making A-game.

I saw that the fastest way to make great money doing what you love is to start loving everything you do.

Within the next four years, I was asked to choreograph / dance / produce at MTV. I created four top-selling dance fitness DVDs in conjunction with major magazines and became a Nike Elite Dance Athlete and Master Trainer. My coaching business began to grow, I met the man of my dreams and bought my first dream home in NYC.

If you feel something in your heart, follow your own intuition rather than any expert or guru.

Remember, success in every industry requires work and effort. If you’re going to put in the time, it might as well be doing something you love.

From Old E-Book to Self-Published to Traditionally Published

In 2005, I was still publishing my weekly email newsletter.

At that point, I was not only sharing articles and resources on personal development but also starting to share stories about my multi-passionate life.

Rather than trying to be the one-dimensional professional life coach and hide my other passions for fear of looking scattered, I invited people on my list to dance classes, workshops, speaking engagements and anything else I was up to.

Key Strategy: Be Your Authentic Self

Be 100% transparent and real with your list. People want TRUTH and REALITY and AUTHENTICITY.

I got an email from a gal in Australia looking to buy my *Make Every Man Want You* e-book. She heard about it on an Eben Pagan CD.

This was one of many emails I'd received over the previous four years from potential e-book buyers, and I always responded that the book was being revised.

As an entrepreneur, it's SILLY to have people wanting to give me money and not having the product to sell!

More importantly, since that first version, I learned a ton about relationships – both mine and my clients'. I knew my new material would profoundly impact women's lives.

But this time I wanted to write a real book, not just an e-book.

I didn't have the mental bandwidth to write a book proposal, find an agent and sell it with the amount of traveling and teaching I was doing, so I said, "Screw it. I'll publish the darn thing myself."

I rewrote the book, hired the best editors and designers I could afford and did a traditional print run of 3,000 copies using Sheridan Books in Ann Arbor, Michigan.

Within about 14 months, I sold approximately 8,000 paperback copies via Amazon.com and through my website.

I also sold the e-book version for $29.95 (more than double the profit from the paperback).

In the paperback version of the book, I invited the readers to access more free bonus material online. Of course, in order to access the bonus material, they needed to opt in to my mailing list.

Once I saw *Make Every Man Want You* had potential (and sales history), I found an agent and started to shop it around to major publishers.

Fun Fact

Not one but two *New York Times* best-selling authors originally advised me against self-publishing. They both told me self-publishing was the "kiss of death" and that no "real publisher" would even consider my work.

But in my heart, I knew I was supposed to self-publish first. Weird but true.

Within about two months, we sold my self-published book to McGraw-Hill. They said it was the best self-published book they'd ever seen and republished the book in May 2008.

For a long time, that book was my "big business card." It was also a great lead generator because it brought prequalified women to my website and got them on my list.

Generally speaking, the revenue from traditional book publishing is not great, but back-end sales and opportunities are priceless.

Going Totally Virtual

In 2007, I began to expand my business to include virtual assistants and cut back on teaching dance and fitness to move toward a totally mobile and virtually-based information and coaching business.

I began offering online training programs based on combining what I was passionate about sharing and what my market wanted to learn.

We launched a follow-up audio coaching program to my book called *Make Every Man Want You More*, a personal time and self-management program called *Productivity Secrets for Creative Entrepreneurs* and two courses that train people how to live in the moment, not in their thoughts: *Live in the Moment Booty Camp* and *Live in the Moment Booty Camp Part II: Beyond the Basics.*

In mid-2008, the name Rich, Happy & Hot appeared in my mental theater and I knew it was time for me to start training other women entrepreneurs in the art of having it all.

> *Note: In 2014, Marie's company was named one of Inc.'s 500 Fastest Growing Companies. Her books have sold millions of copies and been translated into 16 different languages, and over 50,000 students have learned effective online marketing strategies from Marie's B-School*

At the end of the day, though, when creating products and programs, it's vitally important that YOU love what you're creating and your market wants what you have to offer.

Final Note

The most important message I want to leave you with is this: Don't let anyone tell you what you can't do, and please don't let anyone lead you to believe you can't have it all. Prosperity is your birthright.

The internet is one of the coolest, most powerful business and social innovations of modern times. It allows you to connect with the most amazing people around the world, create lifelong relationships and change lives.

When you combine hustle, creativity and marketing savvy with your hopes and dreams, the sky's the limit. You'll enjoy the heck out of life, take great care of your family and make a powerful difference in the world.

Your Action Plan

Take a minute now to think about Marie's strategies and how you can apply them to your business – or your life.

1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?

2. What are two actions, one big and one small, you can take right now? What will you immediately do today to make the biggest difference in your life?

   Big:

   Small:

NOTES

"Success is getting what you want.
Happiness is wanting what you get."
– Dale Carnegie

Russell Brunson has been collecting junk mail since the age of 12. Russell watched TV or listened to the radio mainly for the commercials. To him, marketing and sales were the real entertainment. Despite his young age, Russell opted in to every business opportunity offer he could find, simply to study the art and science of direct response.

In high school, Russell was a state champion wrestler, and then became All-American his senior year taking second place in the country at high school nationals. He continued to wrestle in college, learning valuable lessons about competition, hard work and the art of winning. He graduated as one of the top 10 wrestlers nationally.

How Russell Got Started in Internet Marketing

In 2003, Russell had his first success as an online marketer selling software called ZipBrander. ZipBrander was a viral marketing tool that drove targeted traffic to websites and increased their back-end profit.

In 2005, Russell created another product: “How to Create a Potato Gun.” These DVDs offered a simple instructional course, with the option to purchase Russell’s potato gun kit with all the necessary supplies as an upsell. These initial products launched Russell into the world of internet marketing. Within a year of graduating college, he’d made his first million dollars selling his products.

Subsequently, Russell sold just about everything: shakes, supplements, coaching, books, consulting, coupons, t-shirts, technology services and software. The technological limitations Russell encountered while bringing his sales funnels to life became the birthplace of the idea for his software company, ClickFunnels. Together with his partner, Todd Dickerson, Russell launched the platform in October 2014. The company generated $100 million in revenue and 55,000 customers in three years, earning the title of fastest-growing, non-venture backed software company in the world.

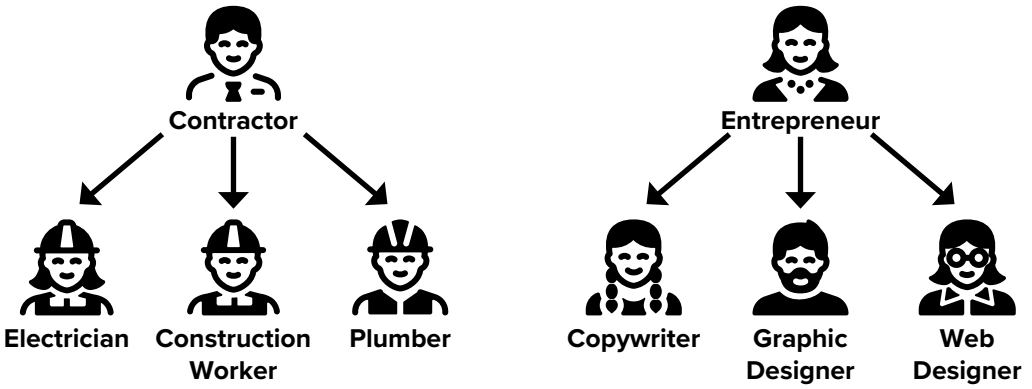
With a following of over a million entrepreneurs, Russell has published and sold over 250,000 copies of his marketing books, popularized the concept of sales funnels and helped tens of thousands of entrepreneurs quickly get their message out to the marketplace. As of 2018, Russell’s training, teaching and software has created over 206 millionaires who are in his exclusive club called the “2 Comma Club.”

Russell is a family man, married to the love of his life and college sweetheart, Collette. Together, they have five children and live in Boise, Idaho.

You Don’t Need to Do It All: Be the Contractor

In Russell’s opinion, the biggest problem most people have is that they think they need to learn how to design a web site, be a graphic designer, write copy, etc. to have their own online business. This holds people back. One of the first things Russell tells people is that he has hundreds of websites and has no idea how to build them.

Your job as entrepreneur in this business is not to be the person doing the work. Your job is to be like a construction contractor. While contractors don’t directly lay the foundation, do the framing and hang drywall, they understand the process and they hire the right people to execute effectively.



Case Study: Bring the Experts to You

When Russell first got started, he didn’t know how to create software – and he had a very small budget. A programming company quoted him $5,000, but with no money coming in, he had no money to spend.

Russell used ODesk (now Upwork) and found a young man in Romania willing to do the work for $10. Russell accepted his bid, and the software was such a success that he ended up hiring the young man full time.

Russell then paid a writer a couple hundred dollars to craft a sales letter for him. Then he tried to do the graphics himself, but after sitting at his computer for six hours trying to figure out how to use the basics of Photoshop, he finally paid someone $50 to create his graphics.

Understanding Opportunity Cost

As an entrepreneur, every choice you make has an opportunity cost.

Definition

Opportunity Cost

The cost of an alternative that must be forgone in order to pursue a certain action. Put another way, the benefits you could have received by taking an alternative action.

Even if you have the skills, it might be in your best interest to hire someone else to do the work.

How Much Is Your Time Worth?

When Russell spent six hours trying to learn how to use Photoshop, he thought to himself, “How much is my time worth?”

If he had spent the time to learn the program and create acceptable graphics, he estimates that it would probably have taken him 10 hours.

Considering he could hire an experienced designer for $50 to create an amazing result, he would have been “earning” $5/hour. Russell knew his time was better spent focusing on managing other pieces of the project rather than taking on the design aspect.

Technology has given us access to people all over the globe who love to do different things. Instead of spending seven hours trying to figure out how to design a website, give it to an expert.

Spend your time doing something more productive, something that will make you more money and something that you enjoy more.

Don’t do anything that you don’t love to do. Be resourceful.

Finding the People Who Share Your Passion

Before the internet, it was much more difficult for people to congregate together based on similar beliefs. Technology and social media give us the ability to group together with people from all around the world, based on similar beliefs, interests and values.

Figure out where people in your market congregate by looking at:

1. **Forums and Message Boards**

   This is where the passionate people are talking. The key is to become part of the community and share that passion. Most forums will even let you talk about what you are doing if, for example, you make a video about the topic.

   On the other hand, a fast way to get kicked off boards and ruin your reputation is to go on a forum and say, “I have this brand-new product! Come check it out!” without first contributing to the conversation and adding some kind of value. You’ll be seen as a spammer, and people will immediately tune you out.

2. **Like-Minded People with Established Email Lists**

   Find people who already have email lists made up of your target market. Offer them an incentive – such as free content – to send out so you can create a relationship with those people.

3. **Google**

   Google processes about 3.5 billion searches a day. You can use Google to find new pockets of prospects, and you can use Google keywords both for paid ads and organic search to guide people toward your content and products.

> **The misconception is that the majority of people search in order to buy things.** The reality is they go to find information to help them make an educated purchase. Be an information marketer and sell products and information. Teach something that others are looking to learn more about, and that will set you apart.

THE SECRETS OF ADDING VALUE

What sets Russell and the other Money Masters apart is their constant commitment to providing value at every stage of their relationship. If you want to create a raving fan customer, you must consistently stack value.

Russell's Strategies to Add Value

1. *Offer a free piece of advice.* One of Russell's most successful strategies involved a headline at the top of his site that read: "Free video reveals the number one secret to {fill in the blank}." Many people were willing to opt in to watch that video.

2. *Pull out one of the best secrets you have.* And give it away for free. The better the value, the more likely people will be to take action.

3. *Ask for an email address in exchange for that information.* The average person has to see a website multiple times before they have enough trust to purchase. Once you have their contact information, you can market to people and build more trust.

4. *The worst thing to do is try to sell to people.* People like to buy stuff, but they don't like being sold to. Wherever you go, focus on adding value with messages like, "I've got this free video, it's really good, it's going to help you {fill in the blank}. Go check it out." Keep it simple.

   If the subject of the video appeals to them, they'll come to your site and give you their name and address. If they have an *a-ha* moment, they'll want more from you. THEN they're interested in buying. Make sure you include a call to action at the end of your video to capture that peak buying state.

Case Study: Adding Value in the Dental Business

A dentist's office wanted to find more patients. In order to differentiate themselves, they put up a free report focused on the six causes of dental disease that can cause you to lose your teeth before the age of 55. If you signed up for the report, a video of the dentist popped up on the thank you page. In the video, he taught strategies to avoid dental disease, like flossing. After the teaching segment, he offered a more attractive alternative to flossing – laser care – as well as a free, in-office trial. Because it delivered immense value, that video opened the floodgates of potential new clients for the dentist.

Make Money While You Sleep: The Auto-Responder Sequence

An auto-responder sequence is a key resource for a successful business model that doesn't require your energy 24/7. When someone gives you their name and email to watch a video, set up your email system to send them follow up emails at predetermined intervals to continue to build your relationship with this prospect and make offers.

Here's how it might work:

1. A prospect enters their name and email address to get your free video.
2. The auto-responder immediately sends a follow up email that says something like "Hope you enjoyed the email. Here's a link in case you'd like to review the video again."
3. Two days later, the auto-responder sends another message with more value: a free report, for example, with new tips beyond what you shared in the video.
4. After a few more days, the auto-responder sends out an invitation to a webinar, where you'll add even more value then make an offer at the end of the broadcast.

Key Strategy: Make It Personal

The most important part of your auto-responder emails is to keep the tone friendly. Don't make them sound like corporate emails. People buy as a result of relationships and trust. As you write these emails, make them feel like communications to one of your best friends.

THE POWER OF "FREE"

"Free" is the most amazing word in the English language, especially when it comes to marketing.

Case Study: Chocolate Choices

Dan Ariely's book, *Predictably Irrational*, features a case study that proves how irrationally people think when they hear the word "free."

In the case study, they took Hershey's Kisses and Lindt chocolates and put them side by side on a table. They charged 1 cent for the Kisses and 25 cents for the Lindt chocolates. Approximately 80% of the people chose the Lindt chocolates because the value was so much greater.

They repeated the same experiment except they adjusted it by a penny each way. Now the Kisses were 2 cents, and the Lindt chocolates were 26 cents. The results were the same: about 80% of the people still chose Lindt.

The testers then rationalized that if they raised the cost by a penny and the results were the same, if they lowered the cost by a penny (24 cents for Lindt and free for the Kisses), the results should be the same as well.

However, the results completely flip-flopped – 80% of the people chose the free Kisses.

They questioned whether the results might have been affected by the fact people didn't have to take out their wallet, so they ran the study in a cafeteria where people would be taking their wallet out either way.

The results were the same: the free Kisses were preferred by 80% of the people tested.

In conclusion, the word "free" has a strong effect on people.

People who would normally never give you their name or email will give it to you for a free tip.

"When you help other people, what happens?
You make money."

– Russell Brunson

CHOOSING THE RIGHT OPPORTUNITY: A DEEPER DIVE INTO OPPORTUNITY COST

By: Russell Brunson

I struggled in college. While most kids were worrying about assignments and upcoming tests, I was sneaking out to go to "the bathroom" so I could slip into the computer lab, look at my sales and check in on my outsourced workers.

I'd come back with just enough time to catch the end of the lecture. Luckily for me, I only needed a 2.0 to wrestle, and I got pretty good at earning Cs without understanding the subject matter.

Learning a Life-Changing Concept

During one of my economics classes, I caught the teacher talking about something that stopped me from sneaking out. I sat through the entire lecture. What I learned that day made me think differently about every decision I've made since.

The title of the lecture was "Opportunity Cost." While it may seem like a boring topic, when you really understand it, it will change the way you think – in your life and in your business.

Although I briefly mentioned it in my interview with Tony, before getting into nuts and bolts of opportunity cost, let's strip it down and make sure you know exactly what opportunity cost means.

If you apply the concept of opportunity cost to the decisions you make every day, you'll find that nothing is free. Everything has a cost.

Example: A "Free" Hot Dog

Let's say you get a coupon in the mail for a free hot dog. Sure, you don't have to shell out any cash for it, but it does come with opportunity cost: the time it would take you to drive to the restaurant and eat that hot dog. You lose the opportunity of spending that time doing something else. While making one choice, you forego another opportunity.

By the way, opportunity cost doesn't stop with money and time. It also includes any lost benefit you might have gained if you'd taken another action. If you'd spent that time putting up an ad that would have earned you $100, that money is also part of your opportunity cost.

With every decision you make, you not only have to consider both 1) the choice and also 2) what you're losing by not making the other choice.

There are two concepts within opportunity cost that will have an immediate impact on your life and business:

1. Your Personal Time Management
2. The Hedgehog Concept

Your Personal Time Management

One of the mistakes that people make when going into business for themselves is failing to understand how opportunity cost relates to their own time.

For example, have you ever spent your own time trying to set up your own website? I had a client who charged $250/hour for his time. He was spending 2-3 hours a night trying to learn how to put up a website on his own.

He ended up spending almost 40 hours of his own time on this project before I could persuade him to hire someone. That's nearly $10,000 in opportunity cost, and he could have easily hired someone to help him for much less money – and much lower hassle.

One skill I want to share with you – one that had a huge impact on my business – is the ability to understand what projects you should do and which should be outsourced.

There was a time, thousands of years ago, when everyone would do everything for themselves. They would hunt, get water, build fires, make clothes, cook food, construct shelters, create tools and plant gardens to survive. Luckily, society evolved, and people started specializing in things they were good at. One person became a farmer and planted huge gardens. Another person hunted. Others gathered water. This way, instead of everyone doing everything, each individual focused on their core competencies and then would barter and trade with others for the goods and services they needed.

Once all this started to change, something powerful happened. Everyone specialized at one thing, and they would get so good at those skills that they could get more done at a faster rate.

It's amazing how many people start businesses with the same thought processes humans had in the beginning. They think they need to do everything: graphic design, web design, customer support, marketing, sales and just about anything else you can imagine.

This isn't the way to go.

Instead, use Ron Legrand's quote as your guide:

> **"The more I do, the less I make."**

He understood that spending his time doing everything is counterproductive.

How to Determine the Work You Should Be Doing

Step 1: **Set a value for your time.**

First, figure out the value of your time. I make my decisions based on a benchmark of $1,000 because that's the value I place on an hour of my time.

Do you value yours at $10 an hour, $50 an hour, $100 an hour – or more?

Now look at the pieces of your business. Which tasks would cost you less if you had someone else doing them instead of you?

In my example, if it costs $2,500 to get someone else to do something, but it only takes an hour of my time, I'll just do it. But if it would take me three hours or more, then it's not worth my time.

Take this moment to evaluate where you *are* spending your time and where you *should be* spending your time. Are the choices you are making leading to the best possible outcome?

Step 2: **Determine the type of work you do best.**

When deciding what work you should do in your business, you also need to ask yourself what you're really best at – or what you'd like to become best at. Then you can build your business around your strengths.

I was eating dinner once with Rich Schefren, and he asked me something that made me stop and think. He said, "Russell, what do you do all day?"

I started to tell Rich what my normal day consists of. Rich then cut me off and said, "Okay, but in your perfect world, what would you do all day?"

I sat back and tried to picture an ideal day, including what I would (and wouldn't) be doing.

Rich went on to tell me about his core skill set – and how that's the only thing he tries to do all day while he's working.

The reason?

> **Because Rich understands the opportunity cost of not doing what he's best at.**

It's vital that you understand the value of your time and make decisions about what you are and are not going to do, based on this concept.

The Hedgehog Concept

The second concept you need to understand is that it's important to pursue the RIGHT opportunity, not every opportunity.

When I started to focus on turning DotComSecrets.com from something that was being run from my basement into a real company, I made a lot of mistakes. One of these was chasing two opportunities at once: DotComSecrets.com and a second company.

I split my resources between the two opportunities – until the day my dad called me with some bad news. My dad does all my accounting, and he had some good news first: DotComSecrets.com was profitable. However, the second company I was running was sucking all of those profits (and more) out of the company. He said that if I didn't stop the second company that day, it would quickly kill both companies. I decided to pull the plug on the second company immediately.

Shortly after deciding to focus solely on DotComSecrets.com, I read an amazing book – *Good to Great* by Jim Collins. It introduced me to something important called the "hedgehog concept."

Jim said that all of the companies that make the jump from good to great act like hedgehogs, as opposed to foxes. Foxes are good at many things, but hedgehogs know how to do only one thing well – roll up to protect themselves.

As a result, no matter how many ways the fox tries to catch the hedgehog, it can't. Because it's so good at protecting itself, the hedgehog always wins by focusing on its one core strength.

By embracing the hedgehog concept, I was able to increase my company's profits 300% in a year. Imagine what you could do with the hedgehog concept.

Leveraging Your 1 Core Strength

To help develop your own hedgehog concept, reflect on a few questions:

- Are you pursuing more than one business opportunity at once?
- If so, will they complement each other? Or is one just a parasite that's absorbing valuable time and resources?
- What's your one core strength upon which you can build your own hedgehog concept?

Remember, any opportunity that comes your way – no matter how good it is – if it doesn't fit into your hedgehog concept, run away as fast as possible!

Opportunity cost is not a difficult concept to understand, but it can be challenging to apply to the everyday decisions you have to make – both in life and in business.

However, when you're able to apply the principles of opportunity cost to your business, you'll be able to stretch your time and resources further than you thought possible!

Your Action Plan

Take a minute now to think about Russell's strategies and how you can apply them to your business – or your life.

1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?

2. What are two actions, one big and one small, you can take right now? What will you immediately do today to make the biggest difference in your life?

   Big:

   Small:

NOTES

"Forget past mistakes. Forget failures. Forget everything except what you're going to do now and do it."

– William Durant, co-founder, General Motors

John Carlton has been called both the “most ripped-off” and “most respected copywriter” alive. He is widely regarded as the go-to expert on writing hyper-effective sales messages for websites, video scripts, social media, print ads and everything else necessary to make a business thrive.

John spent decades as one of a handful of top freelance writers in the marketing world – commanding fees that caused unprepared clients to balk, getting booked for a year in advance by the largest mailers in the world and consistently creating pitches that sold like crazy.

As a teacher and a mentor, John teaches copywriters how to tell a story that entertains and sells. Testimonials on his website tell the story of how many lives and businesses he’s touched.

John’s started out as the hot-shot “secret weapon” freelancer that Los Angeles ad agencies snuck in the back door to write hard-hitting sales letters. He worked closely with direct response giants Jay Abraham and Gary Halbert for years. He was also a pioneer in online marketing – and among the first to use blogs, podcasts, email and virtual seminars as effective sales tools – and he remains at the cutting edge of internet entrepreneurial adventures.

How John Got Started in Internet Marketing

John was raised in a working-class family and attended the University of California where he got a bachelor’s degree in psychology. By his own admission, he slacked through most of college and throughout his twenties. He met his first copywriter while working in the art department of a direct response catalog. When he asked her how to learn to write, she responded, “It’s too tough, John. You’ll never figure it out.”

When John reached 30, he realized that he needed to take control of his life. He lost his place to live, his job and his girlfriend all in one month. He was homeless, living out of his car with only one tank of gas and sleeping on couches. He had no Plan B. He was at the end of his rope.

He realized that some people were living life like a feast. However, he was standing outside, watching everyone having a blast through a window. He realized that no one was going to invite him in. He had to find the door and let himself in.

For the first time in his life, he understood that if he wanted something enough, he needed to create a plan for getting in – and follow through.

Inspired by the negative motivation from his former coworker, John became a freelance copywriter. He had no mentors, so he started reading voraciously. He took a speed reading class and read everything in the Dewey Decimal System from 600 to 900 – all the books on advertising, sales, writing and marketing – in order to catch up with everyone else.

By accident, John met marketing guru Jay Abraham and started working for free in exchange for hanging out in Jay's office during consultations. Through Jay, John met fellow marketing genius, Gary Halbert, and followed his heart away from the corporate world and towards helping entrepreneurs.

After being told copywriting was too difficult, John vowed to help anyone who needed it. He wrote a book, *Kick Ass Copywriting Secrets of a Marketing Rebel,* and started a newsletter and blog to share what he had learned over his years of experience. He also started teaching others how to write.

At that point, he realized that his biggest success was not in the money he made, but in making his clients independent by tackling what they once thought was impossible.

"My ideas usually come not at my desk writing but in the midst of living."

– Anaïs Nin

The Simple Writing System: The 17-Step Checklist

This list of 17 steps to writing is a culmination of John's 25 years of experience as a freelance copywriter and teacher. Because he had no one to model personally when he first started out, he created his own list of all the things he learned over the years. He also uses this list when freelancing to make sure he covers all the bases.

John chose the title for this process very carefully. It's ***Simple*** because a lot of people are freaked out by writing and think it's a complex voodoo mystery. It's ***Writing,*** instead of copywriting, because really everything you need to do is just writing, whether it's an email or a script for a video. It's a ***System*** because it's something you can repeat over and over again.

Key Strategy: Walk Potential Customers Through Your Product

People are afraid of things they don't understand. When you are creating your copy and selling your product, service or information, you need to walk people through it, step-by-step, so as not to overwhelm them. Be there to hold their hand and be able to explain it to them in different ways.

Step 1: **Market Research**

Before you even sit down to write, you need to find out about your market. This first step is the foundation for all of your writing. If you've done your research, when you do sit down to write, you will already know what you're going after and what you're going to say.

Finding out about your market is very simple: Find out who your competitors are, go to their websites, read about them, buy their products and see what they do. Read the customer reviews that list the pros and cons of their products or services. When you do this research, you will discover the holes in the industry and can use this to create or perfect your niche.

If you already own a company and have done market research in the past, look at how long ago it's been since you've evaluated your market. If you're still making your decisions based on an outdated market, your business will suffer. The world changes so much, and even five years ago in today's world is like dog years.

The Myth of Writer's Block

Writer's block is a fictitious thing invented by people who are looking for excuses not to write. Writing is not a mysterious process where you apply secret magic to the page and suck people in.

Writing is just telling a story. If you've done your market research and you're prepared, just sit down and start writing! You're going to go back and edit, fix it up, change parts, add sections, delete other paragraphs – whatever you want. As long as you get something down, you can start to craft out what you really want to say.

In today's marketing world, you can test your copy very easily. The internet allows you to get immediate feedback so you know what you need to change right away, without having to wait for it to get published to see the impact.

If you're still stuck on how to get started writing, use this trick: If you've ever sold your product or service to someone, you know the pitch. Try recording yourself a few times and then have that audio file transcribed so that you can see what you say.

Key Strategy: Getting Started

Writer's block is merely a matter of not knowing what to do next.

Step 2: **Your Avatar**

In order to be a successful salesperson, you have to understand who your customer is and what is going on inside their head.

Join the conversation that is already going on inside your customer's head.

Getting into the mind of your prospect requires research. Talk to everybody. Don't just take one person's word for it. Leave ego out of this. You're trying to find out about your customer and get the actual truth. Find out why people are returning the product and what they are saying about it on the internet. You need to understand their soft points – how to get them to say "yes" or how to get them not to say "no."

Key Strategy: The Truth About Sales

Salesmanship is not magic. It is the process of influence.

Building an Avatar

An avatar is a character that represents your target audience. The process of building an avatar is essential to understanding the needs of your customers.

There is no one perfect avatar. Some people might have three or four types of different customers that they are going after. You need to figure out the demographics. You also need to step inside your avatar's head and find out the story of their life: What are their desires, what are their wounds, what is influencing them and where do they want to go?

This way, when you get so-called writer's block, you have more direction and focus. You can sit down and ask yourself, "What do I need to say to Sally, a 44 year-old mother of two who hates her job and wants to find her true passion in life? What does she need to hear that lets me know that I understand what's going on?"

You also have to understand their level of trauma. Your product, service or information is selling a solution to someone who is in trauma. There are different levels of trauma that range from someone who needs a nail to finish the swing set in their backyard to someone who just found out they have a life-threatening disease. All of your customers experienced something that causes them to actively search for your solution.

> **Key Strategy: Why People Buy**
>
> A buying decision is an emotional decision.

Step 3: **Your Unique Selling Position (USP)**

How are you positioning yourself in the market? Find something unique about yourself – you can always find something different – and let people know what it is. What sets you apart? Why should people do business with you instead of someone else?

> **You have to show your customers what you bring to the party.**

For example, maybe you've been around for 25 years and have experience with thousands of people. Maybe you're the new kid on the block that the old guys are afraid of because you're selling more than they are. Whatever it is, identify it and lay it out for your customers.

Thanks to the internet, the guy who is sitting at his kitchen table who understands how to communicate to his customers can take on corporations with their own buildings, thousands of employees and vast resources. At the moment of action, if the prospect is on your site and you have their full attention, you have a shot!

Step 4: **Features and Benefits**

Customers need to understand what you are offering them. To do this, deconstruct your market, business, product or service. Walk backward and ask yourself, "What are the components of this? What is actually part of this?"

Features

The features of a product or service are the facts – the nuts and bolts, the vehicle used to create the benefits. A car has pistons, wheels, a roof, tires, etc. If you're selling an information product, it may include a book with sixteen chapters or an online training course with three modules. If you have a seminar, when is it? How many days is it? How many hours each day?

Benefits

The benefits are what the features do for the customer. What you think you're selling is not what you're actually selling. You're not selling a seminar, you're selling the opportunity to change someone's life.

Use the "one-two punch" when defining the benefits of a product.

The first punch is the ***practical benefit***, the surface or obvious reason someone is buying your product or service. For example, if you sell nails and someone comes in to buy a few #10 nails to finish the swing set in his backyard, the practical benefit is that this nail will fix the swing set, plus last through 25 winters and all kinds of weather.

The second punch is the irrational, weird, edgy or ***off-the-wall benefit****,* the unconscious, deeper psychological level of why the customer really needs or wants your product. For the man fixing his swing set, that might be to spend more time with his kids. This benefit stacks a psychological emotion, desire or wound to the product or service.

"There's two reasons a man will buy something. One is the reason he'll give you, and one is the real reason."

– Mark Twain

Step 5: **Bullets**

A bullet is a typographical character that can be anything from a circle to an arrow to a checkmark. Bullets are generally indented and set apart from regular text. They are scannable and easy to read. They can also vary in length from a phrase to a full paragraph.

Bullets serve as mini-stories that highlight the features and benefits of your product or service. They work well because no transition is needed between bullets and they don't need to be related to each other. Stacking bullets is very valuable because you never know which bullet is going to be the one to trigger something in your customer. Here's an example for using bullets effectively in your copy:

The Simple Writing System teaches you how to:

- Use bullets in your copy.
- Effectively define the features and benefits of your product.
- Understand your customer by building an avatar.

Step 6: **Testimonials**

Testimonials are essentially third-party endorsements from customers of your product or service explaining the benefits on their lives. They also serve as invaluable information for you, the business owner or entrepreneur, about what you can do to improve your product or service so that you can be the go-to guy in the market that everyone else is chasing.

Testimonials are something that a lot of people miss out on because they never ask the people who bought their product or service what they thought of it. Even if you don't plan to use testimonials, collect them anyway. Encourage people to write in or comment on your blog or website. You can even set up a whole customer service department that allows people to call in to give you their thoughts.

Key Strategy: Act Now

Don't wait to contact your customers. Follow up right away so that their impression is fresh in their minds.

Only 20% of people believe in the advertisements they see, but 75% of people believe something they hear through word of mouth. You can have the best pitch in the world, but a potential customer knows, at the end of the day, that you're the salesman. If your product or service gets social recognition from a third party, your potential customers are significantly more likely to believe it's true. People read testimonials to get validation of the message they're getting from your pitch.

The best testimonials include pictures and get specific in identifying the person talking. Instead of Jack C. in Indiana, it's Jack Calhoun from the Donuts-R-Us shop in downtown Indiana.

Stacking testimonials can be extremely effective for driving sales. John likes to create what he calls a "wall of testimonials," a column on one or both sides of a website including both written and video testimonials.

Step 7: **Hooks**

Hooks are the incongruous juxtaposition of compelling sales elements. In other words, hooks take people out of their passive state and wake them up. To do this, you have to be outrageous. Take common wisdom and turn it on its head. Give your customer a reason to find out more, quench their thirst for more information and engage them.

A hook is like fishing: It reaches out, grabs your prospect and reels them in.

Finding your hook is not just about the image a company or customer portrays. You have to do your homework. Don't just interview the CEO or owner. They'll only tell why they think their customers are buying and what they think their product is about. Talk to the secretary, the feet-on-street salesmen and the employees working in the mailroom. Find out the rumors, get the gossip and see what they're saying behind the owner's back. That's where the hook comes from.

For inspiration, here are some examples of hooks that John has created:

The Amazing Secrets of a One-Legged Golfer

How a Young Skinny Kid from Visalia Learned to Hit 400-Yard Drives

Amazing Human Computer Humiliates Wall Street for 21 Consecutive Years

Step 8: **Salesmanship Mentality**

Many people have a weird image about selling. They think about the guy in a checkered coat at the used car lot.

But the truth is that everybody sells. In fact, you're selling all the time. Salesmanship is how the world runs.

Everyone has what John calls an "inner sleeping salesman." If you're married, if you've ever gotten a job that you didn't think you were going to get, if you've ever convinced a friend to go see a movie they wouldn't have seen otherwise, if you've ever told a joke at a party, you've woken up your inner salesman and put them to work.

Don't fall into the idea that you have to be someone else – or take on a different personality – to sell. Your own authentic self is the real power behind selling. If you try to put on a fake persona, you'll push people away.

If you have a great product that you truly believe in and truly believe will benefit the lives of your customers, than shame on you if you're not doing everything you can to get it to them because you are depriving them of having a better life.

"People only part with their money when they're parting with it for something that's worth more to them than money."

– Tony Robbins

Step 9: **Develop Your Voice**

The best marketers, the best copywriters, the people who produce the best sales conversation – they all devour life. They live large lives with gusto. They actually get into life, engage and live big. This allows them to know both worlds: the world that their customers live in and the world their customers would like to be in. It allows them to take their customers where they want to go because they've already been there.

Don't try to be someone you're not. People appreciate authenticity. They want to do business with someone who is real and not pretending.

What you do spontaneously is usually the real you. Let that come through. That is your voice. John uses language that would make an English teacher faint. It's full of slang and improper grammar, but it works because it connects with people.

Step 10: Headlines

Headlines are an attention-getting device. A headline starts the conversation – or continues it if someone comes to your website through a link or an ad. Your headline is crucial because it is the first piece that opens the eyes of the customer.

How to Write Powerful Headlines

One of the easiest ways to create a headline is to use the phrase "How to" up front. It is very simple, cliché and overused – but it works. If you someone them how to do something, you break the ice and reach your customers immediately.

Check out these real-life examples of "How to" headlines:

- **How To Fix a Flat Tire in Traffic in Five Minutes or Less so You Don't Have to Use Your AAA Card**
- **How to Ask Your Doctors the Questions About Kidney Stones That They Wouldn't Otherwise Tell You**

The Shout-Out

When you're first starting out and you don't have your list built up yet, but you want to get people's attention, use what John calls "the shout-out." For example, go out to the massive audience of people and shout out something to get attention, such as "HEY, BALD GUYS!" If your shout-out isn't working, come up with something different until you start getting responses.

Using Power Words

You can turn advertisements that are producing nothing into ones that produce massive results with the shift of a single word: *the power word*. A lot of people write "very boringly," according to John. If you use language that packs a punch and whacks someone upside the head, they will stop and pay attention. Wake people up and bring them out of their passive behavior by writing copy that actually engages and creates interaction with your customers.

Power words are words that produce visceral meanings. If someone is reading your sales copy, and it generates a powerful emotion inside of them, you have reached them on a deeper level. For example, instead of saying *ABC Company beat all their competitors*, say they *humiliated* them. Some other examples of power words include: *accidentally*, *stumbled upon* and *murder*.

Step 11: Your Sales Funnel

The sales funnel is the process your customer or prospect goes through when they come into your world. You need to move them along, lead them by the hand and not let them wander. So, when a prospect comes along, you need to ask yourself: Are you going to sell them? Are you going to give them a free product? Are you going to establish the relationship before the sale, during the sale or after the sale? Do you have a membership site?

Take away the mystery of the next steps. People respond better to single options. If there are too many choices, people make no choice at all.

A lot of people spend their whole lives walking on the side of the pool, asking the people who are in the pool, “Is it cold? Is it deep? Is there a lot of chlorine? Do I have to know how to swim?” A good marketer will tell that person to bend down so they can whisper something to them, then pull that person into the pool. Human nature sometimes keeps people from acting in their best interests. People need your help to cross that line, to jump in the pool – and that’s the job of a sales funnel.

Step 12: The Simple Basics of a Great Sales Message

Salesmanship is the same now as it was back when the first caveman traded up to a cave with a better view in exchange for a slab of mastodon meat. It’s an exchange of value. Your job is to show the prospect the value you offer. Writing is just sending out a little salesperson who connects with your prospect and convinces them that what you have is valuable to them. It’s salesmanship in print, according to Claude Hopkins.

A great sales message is a conversation where you map out four elements:

1. **Who You Are**

   Establish with your customer that you are someone they can trust. Tell them who you are. They need more than your name, rank and serial number. Tell them your background. Establish yourself as an authority. Position yourself in your prospect’s mind and explain why who are is an advantage to them.

2. **What You Are Offering**

   Explain your product, service or information in a way that is very basic. Spell out the features.

3. **What It Will Do for Your Customer**

   Now that they know exactly *what* they are getting, show them *what it will do* for them. Walk them through the benefits. You're not just selling a book. You're selling a book that will change their lives by showing them the techniques and skill sets they need to make massive improvements. You're helping the person do something better, achieve something they couldn't achieve before, gain entrance into a world that they otherwise did not have access to or solve a problem.

4. **What They Need to Do Now**

   Walk your prospect to the next step, whether it's to sign up for a free trial, join the membership site or buy the product. Hold their hand and show them what to do, otherwise you might lose them.

Step 13: **Huge Promise**

The huge promise is the culmination of preparing your mindset, your tools of persuasion and your deep understanding of the needs of your prospect, coupled with the benefits of your product or service. Deliver your product or service on a silver platter and tempt your prospect to the point of desperation.

You can't go into business being meek. You have to be bold. Make sure your promise stands out. Pile it on. Leave your clients with a sense of wonderment.

Watch out for creating a truly unbelievable offer. If it's too good to be true, people will have a hard time believing it really *is* true.

Step 14: **Reverse All Risk**

One of the reasons customers hesitate to move forward with a product or service is the risk involved in buying. What if they make a mistake and don't really want the product – or don't use it? Reverse those risks so that your prospect feels safe because you are shouldering the burden of proof and satisfaction. Make it a no-brainer: Assure your customer that they are not risking a dime because they can always get their money back.

Buyer's remorse, like writer's block, doesn't really exist. All it means is that your buyer lost track of why they bought your product or service in the first place. Arm your customers with a victory speech so that when they start to question – or they go home to a skeptical spouse or a neighbor who always wants to one-up them – they have tiny blurbs about why this product is so beneficial.

Step 15: **Turbulence**

Be the guy that says the things everyone is thinking but doesn't want to say. Political correctness, or any kind of correctness for that matter, has no place when you're starting relationships with customers. Give yourself the permission to say what needs to be said. Have some fun and try stuff you normally wouldn't do.

Don't be afraid to offend people. **Polarized people buy.** Passive people are happy just sitting there. If you're not getting complaints about what you've written – and if you don't have a 7-12% refund rate – you're not pushing hard enough.

Example: Forbidden Sex Secret Ad

John was brought in to work on a new product for *Prevention* magazine that showed people how to improve the intimacy in their relationships, a set of books and DVDs by real doctors from Johns Hopkins and Harvard. When John first started working on the product, the title was "How to Spice Up Your Intimacy with Your Significant Other." However, he quickly determined that its current marketing wouldn't convince people to buy.

The company didn't like his first headline, "The Amazing Sex Secrets of the Happiest and Most Respected Lovers in the World." So John came up with a different approach. He created an opening to their sales letter that read:

> *"Now it's your turn to finally discover for free why so many of the world's happiest couples insist on these explosive, FORBIDDEN SEX SECRETS. They're the key to quickly recharging the passion, intimacy and super exciting romance in your relationship. Get ready to take your lovemaking beyond the bedroom and beyond the ho-hum routine and way beyond the basics."*

The company didn't like this approach either, so they paid him and let him go. Fortunately for John – and the company – one of their saleswomen snuck the copy into their direct mail rotation and it went on to beat their other promotions for five consecutive years.

Step 16: **Knock 'Em Off the Fence**

It's pretty easy to get people up onto the fence. Even rookie marketers can get prospects to admit that they think you have a good product or that they think you're a nice guy and will think about buying your product some day in the future.

The mistake that most people make, especially entrepreneurs, is that they sell from their heels. They get to the point where they need to ask for money, or ask for the sale, and they back off. An experienced salesman knows that you usually only get one shot at someone and then they're gone.

Your job is to knock your prospects off the fence and get them to take action *right now*. You're not just trying to give a stellar presentation. You're here to get a result, an action and an outcome.

Step 17: **The Close**

You can wow a prospect and get them so eager about your product or service that they actively seek additional information on what you have to offer – but if you can't close the deal, all you have is an eager, active prospect...who isn't buying.

Follow through. Walk your client to the end of the process. Don't stop after you've made your presentation. Add more value until your prospect realizes that they can't live without your product or service. Close the deal by making it irresistible.

"The world is a feast out there. There is so much to enjoy.
Don't look through the frosted glass outside.
No one is going to invite you in. Take control.
Get in there. Start making it happen."

– John Carlton

SALESMANSHIP 101:
THE ESSENCE OF WORLD CLASS COPYWRITING

By: John Carlton

The tangible parts of world-class salesmanship are extremely easy to figure out – if you follow the simple and identifiable steps in the article below. The key is to go back to the foundation: Really understand your customer and get to know them, figure out what they really want and how you can improve their lives with your product or service.

The Convenience Factor

Doing the right thing is often the *wrong* thing to do in business. Here's the common wisdom: To really help someone, don't give them a fish – which would only feed them for a day – but rather *teach them how to fish.* Which would allow them to eat every day. And here's what's wrong with the common wisdom: In business, you can often charge a *hundred times more* by giving your customer a fish, rather than teaching him how to fish.

Here's the scenario: Let's say you sell real estate. You've done it for years, you're really, really good at it, and you're ready to share with other people how to do it right: how to gauge the psychology of customers, how to write compelling ads, how to conduct yourself during a hot sales pitch. That's a fine ambition. Plenty of people will sign up and pay you to learn these secrets and do the hard work of learning the craft.

However, there are plenty *more* people eager to pay you even *more* money to have you do everything FOR them. Give them the exact ad they need to run, and tell them when and where to run it. Give them a simple psychological "cheat sheet" profile card for each of the six types of people they will deal with, telling them exactly what to say and when to say it. And give them a sales pitch they can learn by rote, word for word.

In short...take away all the X factors, and allow them to conduct their professional lives simply and systematically.

Don't get caught up in the idea that you can evangelize the world by teaching everyone how to do it themselves. That works for some people, but they'll pay much more just to have you do it *for* them.

Point-and-shoot will forever outsell "learn to figure it out."

Simple and Easy Secrets to World-Class Copy

One of the most common errors in advertising is *bragging*. This will eviscerate your marketing efforts. The worst examples are slogans like this: “Pontiac: where excellence and perfection meet.”

Slogans only work if you follow this rule: If you use a slogan, make it a pithy compaction of your Unique Sales Proposition, such as:

“Floyd’s Furniture: Inexpensive knock-offs of fancy Italian designs, made in America with better quality materials than the originals…and guaranteed for life!”

> **A simple test:** If any *other* business could adopt your slogan without changes, then your stupid slogan isn’t saying *anything* of importance to the customer. A great example of this: “Simply the best.”

Even ads that are trying to follow good direct response principles suffer from a general lack of backing up what they say. Take the over-used phrase “simple and easy.” People have been reading those words so long that they’re almost meaningless. Yet, your customers really do want everything to be simple and easy. They are terrified of discovering, after purchase, that what they now own is actually “complex and difficult.” So you are strongly advised to explain how simple and easy your product really is.

The smart salesman knows how to do this. You must turn the phrase “simple and easy” into a vibrant image.

***Show* them, don’t just *tell* them.**

Here’s how: When selling instructional golf videos, I became keenly aware that most golfers believed the game was incredibly difficult to learn. Even when articles in the magazines raved about some tactic being “simple and easy,” what they meant was it would take you only a few *months* to learn, rather than a few *years*. So just telling a reader that learning how to hit a longer, straighter drive was “simple and easy” wouldn’t do the trick. I had to *illustrate* the point. I came up with the “four ball guarantee.” Lots of golf products offer a 100% guarantee, but this one was different. My copy told the prospect to order the video, watch it and immediately go out and line up four golf balls. Then *hit* them, using what they had just learned in the video. If they weren’t launching 300-yard dead-solid-perfect tee shots by the fourth ball, then we *insisted* they return the video for a full refund. Four balls. That’s “simple and easy,” *illustrated*.

Remember the Seven-Minute Ab Workout? Not the “Simple and Easy Abdominal Exercise Program.” Seven minutes. Anyone can wrap their mind around that, and most folks can imagine doing something for seven minutes without too much grief. Sounds simple. *Easy*.

The obvious question, of course, is: How do you decide on four balls or seven minutes? The psycho in *Something About Mary* had a plan to sell a six-minute ab workout. Hey, why not a three-minute workout? Why not *30 seconds?*

The answer is *believability*. You set up the image of hitting four balls. *Then you back it up with substance*: “Why four balls? Because, you’ll hit the first one like you always do. But the second ball will show amazing new distance as your muscles get used to the simple change in your swing, and, on your third swing you’ll see accuracy like you can’t believe. And when you hit that *last* ball, you’ll see a true, straight, absolutely monster-level shot sail away with eyes for the fairway. That’s how *easy* this really is.”

Make your promise real with *imagery*, and back it up with *substance*. Those are the simple and easy secrets to world-class copy.

The Romance of Marketing

A key component of great salesmanship is learning how to *bond* with your customer. So they feel good about sending you money.

Have you ever watched a world-class athlete get psyched up for a race or a game? They get into a zone where the world looks decidedly different than it does at any other time. The opposing team becomes the hated enemy, worthy only of humiliation and subjugation. Winning becomes an almost spiritual obsession. They focus and re-focus on their skills and tricks and game plans.

They become a *machine* who thinks differently than they normally do.

It’s the same with world-class salesmen. Just before pitching a prospect, they must get into their own zone, and start thinking differently than they normally do. Suddenly any opinion *they* have is not worth bringing up. What *they* want, or wish for, or desire, is irrelevant. Their *own* needs climb into the back seat. The ONLY thing that counts is what the *prospect* thinks, wants, wishes for, desires and needs. The world, the sun, the entire universe now revolves around their prospect’s sales-resistant little head.

The best salesman in the force is often not the handsome devil with the perfect coif and the snappy suit. Often, the real killer in the bunch is the schleppy, balding little mutt who always looks like he slept in his clothes and sounds like he missed every English class after the fifth grade. It’s the same with winning ads. Why? Because customers are real people, and they resonate with *other* real people (and stuff written by real people). It’s not how you look, but what your SUBSTANCE is.

People will dole out money to salesmen who are friendly, sincere and obsessed with making the customer happy. Really, *really* happy.

Most people slog through their days in a dark funk. They almost never get to do anything interesting or go to interesting places or meet interesting people. They are ignored by marketers who want them to buy their overpriced junk and be grateful for it. They feel disrespected, unappreciated and taken for granted. Nobody wants to take the time to listen to their fears, dreams, hopes and needs.

That’s your opening.

Whether you're writing an ad, filming a TV spot or doing some good old face-to-face selling, pull up a chair and get *simpático* with your prospect. Don't come on like a corporate robot with any "we have perfected the art of perfection" bullshit. Don't brag. (As if anybody cares how proud you are to announce the opening of your next store!) And for God's sake, don't lecture, as if you are Knowledge Incarnate and your prospect should be wetting himself just to be in your presence.

Instead, do a little bonding. Right off the bat. Let 'em know – in plain English – that you hate taxes just as much as they do. That you're at least as big a golf nut as they are. That you share the same headaches, passions, frustrations and joys *they* do. Let them know you're a human being, you're worth knowing (because you share their views) *and you have something exciting for them*.

Bonding is not brain surgery. **It's simply putting yourself into a zone where your prospect's life, needs and fears are your *only* focus**. Give them some attention. Titillate with some gossip or a story that will please your prospect. Don't bully with your sales pitch – rather, *seduce* your prospect with benefits, and let them come to their own conclusion to buy from you.

Think of marketing as romance. You sell something in the $20 range, it's like asking for a date. You start selling stuff over $99, and it's like going steady. And when you ask for the really big bucks, it's a lot like getting married. The persuasion needed for a date is much less than what's necessary to win someone's hand for eternity. *But it's still persuasion*. And that requires bonding.

If you're still having trouble bonding, read the classic book *How to Win Friends and Influence People* by Dale Carnegie. Your entire life will change overnight. Knowing the secrets of bonding is like having God come down and personally introduce you to folks.

It's the secret of instant acceptance and trust. When they discover you like what they like, fear what they fear and consider them the most fascinating person in the world, they will seldom object to giving you money for something you vouch for.

The Art of Persuasion

You know what world-class salesmen do that you don't? **They practice the art of persuasion every day** – with everyone they come in contact with, both at the job and in their private lives. They know that, to become a master of persuasion, you must become obsessed with it. No matter how good your product or service is, your prospect doesn't really want it. He doesn't want to be sold, doesn't want to feel any urgency with finding out more and certainly doesn't want to pull out his wallet. You must *persuade* him.

Think of your prospect as a huge blob so overcome with inertia it will not move quickly to save its own life. That's what you have to imagine you're up against. And your job is to light a fire under this blob's butt and get it to move and think and feel. And desire.

Even more daunting, you must motivate this blob to pull out its wallet, pick up a phone and call a stranger to order something that, fifteen minutes ago, it didn't even know existed.

> **Listen carefully:** People are *not* sitting around desperately hoping for a marketer like you to come into their lives and sell them something. Mostly, they resent your presence. They resent you having something they want. And they resent, most of all, you giving them an itch that can only be scratched by buying what you have.

Most ads mumble and equivocate. Most letters are almost apologetic about asking for action.

The closest many writers get to a sales pitch is to say, in effect, "Here I am. How much do you want?" No persuasion at all. No attempt to capture the heart and mind of their prospect.

It's a tough thing to do, persuade. People will stubbornly NOT do what is in their own best interest. People do not like being taken out of their comfort zones, even when faced with undeniable evidence.

This stumps rookie salesmen. They have something of quality, something that will actually help the prospect, and they get frustrated when a simple presentation of the facts *isn't enough* to induce action. So they lecture. Argue. Cajole. Even scold the prospect.

All wrong.

Great salesmen know that you can't push anyone toward a sale. You have to convince them they're making the decision to buy *all on their own*. Saying "you need this" will only strengthen resistance. Saying "you *can't have this*" (a classic take-away tactic) triggers desire.

There are tricks to persuasion – clever techniques and shrewd psychology you can use to talk like a salesman. It will pay off *quickly*, to learn these things. But it's just as important to practice the attitude of persuasion throughout your day. If you can't persuade your buddy to go eat at a new deli around the corner, you're going to have trouble convincing a stranger with your copy to buy anything from you.

Practicing persuasion is fun, if you have the right attitude. You are, essentially, a *social scientist* collecting data and testing methods. You're also a *spy*, working undercover to develop the amazing skills that will make you powerful. Don't keep score as you practice. Just pay attention to your prospect, and observe how your tactics work and don't work. You'll find out quickly that you cannot bully anyone into making a decision. You'll find that throwing a tantrum is pointless. And you'll discover that lecturing can empty a room of even eager potential customers.

It's like putting money in the bank. You'll reinforce all the proven tactics in your own mind. How necessary it is to bond first, to establish credibility without bragging, to tease effectively and good-naturedly build desire without appearing to do so and how *potent* third-party testimonials can be ("Okay, so don't believe me, ask Joe").

Start today.

Get someone to go see a movie they wouldn't otherwise consider. Sell your significant other on doing something they have heretofore refused to do. Generate some real unexpected excitement in someone's life. *And notice how much romance, feeling, empathy and concentration is required to successfully persuade.*

It ain't easy. But it is the essence of world-class advertising.

Your Action Plan

Take a minute now to think about John's strategies and how you can apply them to your business – or your life.

1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?

2. What are two actions, one big and one small, you can take right now? What will you immediately do today to make the biggest difference in your life?

   Big:

   Small:

NOTES

"Good writing is supposed to evoke sensation in the reader – not the fact that it is raining, but the feeling of being rained upon."

– E. L. Doctorow

Mike came from humble beginnings. He grew up lower / middle class in Eagle Lake, Minnesota, population 763. He's the oldest of four kids, and his dad was a barber. Mike taught himself how to program when he was 14 years old. He's been writing code, innovating, consulting and advising business owners, CEOs and celebrities since he was 16 years old.

In his long career as a serial entrepreneur, Mike Koenigs has become an 11-time #1 best-selling author, a consultant, an Entrepreneur.com VIP Expert, an angel investor, a TV show host, a podcast host and a trusted celebrity business advisor. He's also a philanthropist who has raised over $2.4 million for the Just Like My Child foundation and Girl Power Project, an organization that empowers the world's most vulnerable girls to take control of their bodies, their education, their communities and their futures.

Mike lives in San Diego with his wife and son.

How Mike Got Started in Internet Marketing

Mike's life represents the classic "if he can do it, so can you" story. His parents thought that computer technology was a waste of time, so in addition to having to learn all by himself, Mike actually had to sneak around to get computer time. Luckily, his neighbor recognized his enthusiasm and let him babysit his Apple II computer for Christmas vacation one year. Mike didn't sleep for a week.

Word got around town that Mike liked computers and, anytime someone needed help, they would consult him. By the time he was 19, Mike was given the opportunity to write vehicle simulation software for General Motors and some of the first video games for the Macintosh.

In 1991, Mike started Digital Café, one of the first interactive multimedia agencies in the world. Mike and his partners started building infomercial software content, hoping they would be able to sell their products to marketing agencies and make enough money to produce movies. They produced the world's first branded CD-ROM game, *Chex Quest*, which shipped in more than six million boxes of General Mills cereal, as well as the very first screen savers. They eventually worked with Sony, Columbia-Tristar and 20th Century Fox on the world's first movie websites. Nine years after they started, they finally created their first feature film.

After selling Digital Café, Mike's companies went on to produce 12 consecutive online product launches, with the largest grossing over $9.1 million dollars in one week. In a single direct-to-camera webcast, Mike produced over $3.1 million dollars in sales in a single day.

After surviving Stage 3A cancer, Mike made a significant shift in his business. Today, he helps business owners and entrepreneurs get paid for *being*, instead of *doing*, by helping them become transformational business influencers, authorities and thought-leaders who create impact, income and a great lifestyle.

His companies have helped over 57,000 customers in 121 countries get noticed, amplify their message, create awareness, productize their knowledge and become best-selling authors, in-demand speakers and media masters who get attention and engagement while increasing their income with integrity and authenticity.

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"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you."

– Mary Kay Ash

Mike's 6-Step System for Creating Clients

Every business needs a system to attract prospective clients, develop rapport with these prospects and sell them products and services. Mike has established a system that takes you from the initial stages of gathering information all the way to closing the deal in only six simple steps.

Step 1: **Know What Business You're Really In**

Every business is in the information marketing business. When you use your websites, social media, videos and other materials to deliver education, training and value, you'll create more than a customer. You'll create clients and, hopefully, raving fans and affiliates, too.

Key Strategy: Your Customers' Needs

The most important aspect of every business is its customers. That's where every business starts and ends. What your customers desire more than anything is to feel that their needs are being anticipated. If you can accomplish this, you'll have a loyal customer forever.

Even businesses like wine dealers are in the information business. Instead of just selling wine, tell your clients about the wine and what makes this bottle particularly great. Give them a tip they can share with their friends, one that makes them look smart.

When you can make someone look smart in front of their peers, you'll create a client for life. These clients will not just love you but they'll also tell other people all about you. You'll create a marketing force that takes up none of your time and is more effective than a lot of traditional marketing techniques.

Another way to leverage your clients to create a marketing machine is to use testimonials.

Case Study: Blue Blocker Sunglasses

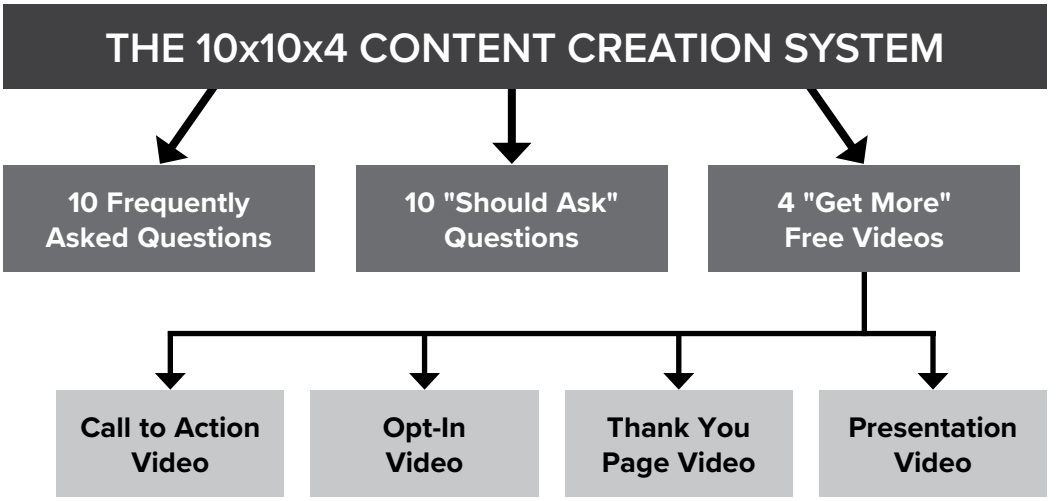
One of the best examples of testimonial marketing is Joe Sugarman and his Blue Blocker Sunglasses. Joe sold over a billion dollars of sunglasses on television. His whole technique revolved around approaching someone on the street, asking them to try on his sunglasses and filming their enthusiastic responses. People saw authentic reactions in his videos, and Joe was able to get past the credibility gap rapidly.

You can apply this strategy to your business. Give every employee a GoPro to hang onto and ask them to focus on creating the perfect experience for their clients. Then, once the experience is over, have them ask their clients to give a quick testimonial before they leave. They should ask: 1) what the client's life was like before your product or service, 2) what their life is like now that they've used your product or service and 3) what their life will be like in the future because of your product or service. Offer your employees bonuses or incentives for good testimonials.

Step 2 **The 10x10x4 System**

Once you realize the power of information marketing for your business, the 10x10x4 Content Creation System offers you a simple and easy way to create the content that turns a cold prospect into an educated prospect and then into an actual client.

It's as simple as asking questions.



10 Frequently Asked Questions

The system starts by thinking about the 10 questions you are asked by customers most frequently. Write those questions down, and then record yourself answering those questions in a series of short videos, with one question per video.

For example, if you were a chiropractor, one of the questions might be, “What’s the #1 cause of back pain?” Then, film yourself answering that question: “Well, it’s because of improper lifting” or “Because most of us sit for too many hours a day.”

10 “Should Ask” Questions

In many cases, people don’t know what they don’t know. They don’t know the questions that can take them from ignorance to mastery. You have to help them uncover this information.

So, in the second part of the 10x10x4 system, you’ll want to determine the 10 questions that people *should* be asking you. Make sure to include things like: What differentiates you from your competitors? What makes you the expert? What’s the reason people come back to you?

Let’s go back to the chiropractor example. One of these “should ask” questions might be: “What’s the #1 way I can reduce my back pain?” Film yourself answering these questions in 10 separate short videos.

When they hear you speak intelligently on these 20 specific questions, they’ll appreciate you for sharing this information, and it will build significant rapport.

The Final 4

Once you've created these 20 mini-videos, there are four more steps you need to accomplish to complete this process.

1. **Call to Action**

   At the end of each of these videos you've filmed, create a call to action. Ask your prospect if they liked the video they just saw. If they do, send them to your website to get the rest of the videos.

   For example, the chiropractor might say, "Hey, if you like this video, I would love to give you 19 more free videos that will tell you everything you want to know about eliminating back pain. All you have to do is visit mrchiropractor.com/free."

2. **Opt-In**

   Create another video, promoting the free videos, and put it on the front page of your website. On this video, reiterate everything you've said in the call to action, and ask customers to provide their email address in return for access. Let them know that they can unsubscribe at any time, but that by signing up, they can receive all of this free content. This is your chance to connect with your website visitors and explain you offer and why they should sign up for it.

   For example, you might say something like, "Hi, I'm Joe, the chiropractor. I've just finished 20 free videos that will tell you exactly how to eliminate back pain. I've spent 25 years studying and practicing this stuff and I would like to give you this knowledge. The only thing I ask is that you provide your email address so that I can stay in touch with you. Feel free to unsubscribe at any time. If you sign up now, I will send you these 20 free videos immediately."

3. **Thank You Page**

   After they've filled in the email form, create a video that thanks them for signing up, lets them know their videos are on the way and gives them a confirmation.

   It should sound something like, "Thanks for signing up. You'll want to check your email for a confirmation message. As soon as you click the link, the first video will be sent to you right away! In addition, if you have any burning questions you'd like to ask, just reply to my email." (This is a great way to get content for new videos!)

4. **Presentation**

   By the time you make this video, you have already established yourself as an expert and trusted advisor. After watching a few of your free videos, your prospect will be perfectly positioned to turn into a client. Create this one final video that lets them know how they can work with you. Include that video in the free 20 videos you send them.

   Next, you'll find an example script for your presentation video. Pay close attention to the familiar tone of the script.

Sample Script: Presentation Video

Do you know you should be using surveys in your business but feel confused as to where to begin? Do you know you're losing money because customers aren't coming back, you're not getting referrals or you don't know what your customers really think? Are you ready to take the first step in putting surveys to work to make more money, get referrals and improve the quality of your relationship with your customers?

My name is Jeanne Hurlbert. I'm a Professor of Sociology at Louisiana State University. I've developed surveys for the Tony Robbins Companies, US Army Corp of Engineers, National Science Foundation and many large and small businesses and online marketers worldwide. My work and research has been featured or quoted in The Wall Street Journal*,* The New York Times, USA Today*,* Oprah and Friends*,* Forbes.com, US News and World Report, *National Public Radio, The History Channel and ABC News*.

Most importantly, after 20 years, I know what works and what doesn't when it comes to showing people like you how to make business surveys that will help you make more money.

I've put together a complete survey system that shows you how to use surveys in your business, how to write surveys. It also includes step-by-step templates you can use immediately to get instant results.

The system includes easy-to-understand videos, step-by-step training videos that walk you through everything you need to know and support so you can get results quickly. Everything is laid out so you can have an assistant or contractor watch the material and do it for you if you don't have the time to do it yourself.

To get started, visit my site at MySurveyExpert.com/start.

Step 3: **Broadcast It**

Once you've collected all this information and created videos, it's time to share it with the world. Upload it to a video platform like YouTube or Vimeo, which will allow you to share it on your website so that you can…

Step 4: **Capture the Lead**

The next step in the system is to capture the leads from all this information you're sharing. Set up an opt-in on your website that asks potential customers to give you their email address before they can receive your content.

Here's an example from Mike's website:

Step 5: **Follow Up**

Even though you now have contact information for people who are interested in your product or service, you can't expect them to take action. You have to follow up with them, check in and see how they're doing. Depending on how many leads you were able to generate, that could take a very long time. However, if you used a tool like an auto-responder sequence that delivers follow up emails at predetermined intervals, you could automate some of that follow up so it doesn't take up virtually all of your free time.

Step 6: **The Close**

Once you've followed up and have completed the sale, send your product or service to your customer – but don't forget your objective of getting testimonials.

Let your client know that you just want to hear what they have to say. If they like the product, they will be happy to help. Ultimately, you want to show proof that there are real people who have used the system and created success.

Then, you can use that testimonial to market to the rest of the world, helping you to pave the path for more and more customers.

"At my core, I'm an entrepreneur.
My primary question is: 'How can I make this better?'"
– Mike Koenigs

THE SUPERPOWER ACCELERATOR – HOW TO CREATE A FUTURE-PROOF PERSONAL BRAND THAT'S MORE VALUABLE THAN MONEY

By: Mike Koenigs

How can you tell that you've outgrown your business and your clients, and when is it time to reinvent?

Looking through my client case studies, most of them have a strong entrepreneurial spirit but realize at some point that they want to "get off the hamster wheel" or out of *"the grind."*

I've noticed that many high-performing entrepreneurs have made all the money they care to make, but they feel as though they haven't *received* or are able to *give* the kind of love they want as a result. They feel "unfinished." In addition, they feel like they've outgrown their business and sometimes *their purpose*.

I completely relate because it happened to me. A few years ago, after 30 years of hard-driving entrepreneurship with lots of employees and complexities, I felt like I had outgrown who I was, what I did, why I did it, and who I did it for. I felt a ***burning need*** to change and was confronted with a new terror: *"What am I going to do next?"*

Some of us have a health scare or tragic experiences that cause us to rethink our priorities. For example, one of my clients, Brett, had a year in which he lost a dear friend and his entire family in a plane crash, another friend barely survived brain cancer, and a third friend lost their son during his freshman year in college from an epileptic seizure. Talk about a wake-up call.

What these entrepreneurs *really* want is freedom, a higher quality lifestyle, and simplicity, with freedom as the MOST important desire.

How do you become a "Category of One" and create a celebrity-class, competition and recession-proof personal brand?

As entrepreneurs and leaders go through their reinvention process, I believe it's critical they focus on creating a ***Category of One brand***.

What is a Category of One brand? Think about Oprah, Tony Robbins, Elon Musk, Richard Branson, Lady Gaga, Jay-Z, Beyonce, Warren Buffett. These people are all recognizable, world-renowned brands, each differentiated from their industry peers in a truly unique way. Every one of them are also self-made.

A Category of One personal brand delivers immediate clarity: your audience knows exactly who you are, what you do and who you do it for. You have zero (or low) competition, platform ownership, and instant credibility.

Such a powerful personal brand is essential in a time when virtually every institution and business type is becoming disrupted or obsolete due to the impact of technological advances. Artificial intelligence, machine learning, automation, the Internet of Things, virtual and augmented reality… these technologies and more are transforming industries like healthcare, banking, financial services, transportation, and all knowledge-based professions.

The business implications of a Category of One personal brand are significant. For example, Elon Musk can send ONE tweet about the new Tesla Cybertruck and generate 300,000 preorders. Even if only 10% of those become real orders, that represents over $1.25 billion! A personal brand is valuable than money! The Kardashians have proven this to be true when Kylie became the youngest self-made billionaire in the world at 21.

Creating Category of One brands excites me. I love when someone figures out how to use their superpowers to make their dreams come true, and I enjoy co-creating, innovating and helping someone elevate, accelerate and amplify their truest core purpose.

Take Charlie, another of my clients. He did not have a Category of One brand when we started working together. He's a financial advisor and 401k coach, and goes by "America's 401k Coach." Our challenge was to combine his superpowers and unique abilities in such a way that the world would recognize Charlie instantly.

I discovered Charlie has a background in standup comedy and theatre. I assembled a team of three professional comedians and a master integrator to distill Charlie's financial wisdom and funny client stories into a one-man show. Charlie's dream was to demystify money and investing – typically a confusing and dry subject – in a fun, entertaining way, so that more people can experience financial freedom. His live show and documentary will debut this year.

No matter what business you're in, you can start identifying your Category of One niche.

Justin, another client who has mastered cashflow investing and generated over $15mm in net worth in 3 years before 40, has a unique way of discovering lifestyle-based investment opportunities that start earning instantly. I've advised him to create a podcast so he can interview right-fit customers who will become coaching clients, people with investment opportunities for his platform and his audience, and "heroes" he wants to elevate. He can then leverage *their* audiences to build a stronger, more powerful platform.

What's more, the iteration and testing he will do on his messaging in each episode will help him attract media exposure or perform a great speech. As he continues to understand his audience and hone his messaging even further, his platform will get better and stronger. Together we're creating a book, a $500,000 per person investment club and media training him for TV. A couple months ago he had never thought about becoming "niche famous." Now he has clarity, confidence, a plan and new vision for the future!

Felicia is another case study. When I started working with her, she had been working for one of the "Big Four" consulting organizations for over a decade; prior to that, she was in the military.

Felicia was battling misalignment and value changes when she realized that she wanted to work with powerful, entrepreneurial women and organizations. I brought Felica to my beach home in La Jolla, California for a "Vision Day" to create her Category of One. I asked her a series of questions, which you can use right away in your own business:

- **What feelings and emotions do you want to experience?**
    - This question reveals a lot about what they want for themselves and their customers. When you get clear on this, you energetically match / attract the right clients.
    - Felicia wanted **clarity** and **confidence**
- **What does your perfect customer / audience want more than anything?**
- **Define your values. Who would you love to work with and influence the most?**
    - Felicia wanted to work with companies that are progressive at getting the brightest folks in the door, growing great leaders, and keeping an engaged empowered workforce.
    - She also wanted to work with women who believe in the mission, and the partners and collaborators bringing the best ideas to the table.
    - She wanted to influence younger women and show them a path to success paved by those who had been there before. She wanted to be seen as a game changer in the space.
    - She wanted to do all this and *not* be on the golf course to influence decision makers. In other words, part of her deal was that she didn't want to play the "man's game" any longer at the big organizations.
- **Who are the top three people you most admire and want to model in your life and business and why?**
    - Felicia answered Wonder Woman and her mom.
- **What are your Core beliefs?** Felicia's answers:
    - Drive
    - Never settle
    - Don't take no for an answer
    - Dream big and do whatever I want to do, but do it with all my might.

From Vision Day, we were able to create Felicia's offer and understand exactly who her audience was: Driven female leaders who never settle and are on their way to the executive ranks. When we landed on the right messaging, Felicia was ready to attract right-fit clients; I simply provided a pathway to clarity. The next day, Felicia messaged me to share that she tested out her new story and had already attracted several new potential customers for her $50,000 executive coaching program.

The best part about making dreams come true, creating a "category of one" personal brand and amplifying hidden superpowers is the people I work with go out and transform the world while creating impact, income and freedom for themselves and their families with simplicity and grace.

What are you waiting for? The world wants the reinvented you!

NOTES

“Change your life today. Don't gamble on the future, act now, without delay.”

– Simone de Beauvoir

Your Action Plan

Take a minute now to think about Mike's strategies and how you can apply them to your business – or your life.

1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?

2. What are two actions, one big and one small, you can take right now? What will you immediately do today to make the biggest difference in your life?

   Big:

   Small:

NOTES

When Chris first entered the job force, he was an average employee at a telephone company where he did his job and went home. This all changed one day when he saw Les Brown on PBS's *Live Your Dreams*. This experience led him to Tony Robbins' *Awaken the Giant Within* and the works of Stephen Covey. After finding these inspiring resources, Chris thought deeply about the impact he wanted to make, which he knew would involve some form of bringing people to do something interesting – and good.

How Chris Got into Internet and Social Media Marketing

In 1998, Chris co-founded the PodCamp new media conference series, which explored the use of new media community tools – blogging, podcasting, YouTube, social networks and more – to extend and build value. Without asking for any money up front, he was able to build a large database and make connections and starting points for solid networks of people interested in his message.

Today, Chris is a business advisor, mostly around digital transformation, digital marketing and content marketing. Chris has spoken for or consulted with many of the biggest brands you know, including Disney, Coke, Google, GM, Microsoft, Coldwell Banker, Titleist, Scotts, Humana Health, Cisco, Sony USA and many more. He's appeared on the *Dr. Phil Show*, interviewed Richard Branson for a cover story for *SUCCESS* magazine, and once even presented to a Princess. People like Paulo Coelho, Harvey Mackay and Steven Pressfield enjoy sharing their projects and best ideas with Chris, because they know he'll share them with you.

Chris is a *New York Times* best-selling author of nine books and counting. *Forbes* has listed Chris as a "Must Follow Marketing Mind" and listed his website as one of the 100 best websites for entrepreneurs. Statsocial also rated Chris the #3 power influencer online.

Chris currently resides in Boston with his wife and two children.

THE PERFECT BLEND: THIRD TRIBE MARKETING

A dispute between Seth Godin and Brian Clark, the founder of CopyBlogger, launched a new tribe of marketing – and changed the direction of Chris's professional life.

The Dispute: How It All Began

Brian Clark wrote a post about an innovative internet marketer named Frank Kern. Seth Godin was outraged by the strategies Frank was using. Brian figured people would learn what they could and apply Frank's strategies in a way that worked for their audience. Seth did not agree and asked Brian "what team he was on." While he remained open to ideas from all kinds of sources, Brian responded that he did not think he was on any particular "team."

Soon after, the Third Tribe was launched by Brian Clark, Darren Rowse (ProBlogger), Chris Brogan and Sonia Simone (Remarkable Communication). The Third Tribe became an online private marketing community that charged customers a little bit to get in the door, then allowed people to talk through ideas for internet marketing.

The Three Tribes

The first tribe: internet-marketing focused. These marketers leverage classic internet marketing techniques, like long-form sales letters with big red headlines, yellow highlighting and large "Order Now" buttons. They also feature more aggressive customer acquisition tactics.

The second tribe: social-media focused. These tribe members promote community over commerce and conversation over cash. People in the space successfully participate in social media for higher traffic, better search engine optimization and larger profits.

The third tribe: open to both approaches. These people avoid spam-like approaches while having no problem asking for the sale and making money. Members of the third tribe learn from all sides and apply what they learn in a way that works for them. This tribe profits from the intersection of pragmatism and progress.

The Three Keys to Building Relationships Online

Key #1: **Create a Home Base**

Your first step is to start thinking in terms of *home bases* and *outposts*.

Definition

Home Base

A home base is a place where you can put a decent amount of information out about who you are, what your intentions are and how you can equip the buyer that you're hoping to get. At your home base, you can control the conversation and the interactions.

- One of the easiest home bases to establish is a blog.
- The technology is really easy to implement, and maintaining it is as simple as saying, "I think I'll write something today."

Key #2: **Interact on Your Outposts**

Once you have your home base established, you can begin working in outposts, including social media sites.

Definition

Outpost

An outpost is a place you go to establish a relationship with other people. Think of it like a common space. Everyone is there for different reasons.

- Go outposts and spend time interacting with people because that's where the relationships are.
- From there, guide the reader to your home base where you control a lot more of the interaction.
- From your home base, you can issue your call to action directly – join my email list, enroll in my class, etc.

Don't just promote yourself in these common areas. Promote others – and use a 12:1 ratio! Point to other people's things 12 times as much as you point to yours. That way, it's clear that you're not just about yourself but supporting other people, too. Then, if you have a request of someone else, they'll be more inclined to help you.

Key #3: **Use Listening Tools and Make It Measurable**

Use your listening tools to hear what people are saying. “Grow bigger ears” is the advice the Chris offers. Use your listening tools to hear opportunities for business or relationship building.

Example: An internet service provider company should be listening for when people say, “My site went down,” or “My site sucks.” This opens the door for an ISP to jump in and create new customers by offering the solution to these problems.

As you implement this technique, create simple measures to follow and achieve. Ask questions like:

- Did I advance good quality customer service?
- Did I get some promotion going?
- Did I do something to help some other people who will hopefully then translate that at some later date into my business?
- Or does this help me span my network out?

“When people talk, listen completely.
Most people never listen.”
– Ernest Hemingway

5 Steps to Writing Winning Communications

1. *Before anything else, ask yourself how you can be helpful.* How does this help someone else?
2. *Start with the most important part at the top.* You could lose someone by the bottom, so put all the most important things up front
3. *Scan the first paragraph.* Remember, people do a lot more reading from their phones, so make sure your message works on a smaller screen.
4. *Have a really solid, obvious call to action at the top.* If it must be a longer piece, create headlines so that it's easy to read.
5. *Don't provide five different calls to action.* If the goal is to get comments, then don't send people elsewhere. If the goal is to purchase something, then don't ask for a comment.

Tips:

- *Brevity is important.* Keep your communications concise and to the point.
- *Don't abuse your list.* People often wonder why their clients aren't buying when they are making all kinds of offers. It's important to understand that consumers want to be asked for responses, just like you would in a face-to-face interaction. Every now and then, engage your list. Ask them thought-provoking questions and see what they want!

> *Example:* Chris was able to dramatically increase his open rate using this tip. His open rate started around 20% and he got it up to 70% by:
>
> - Asking questions in his emails.
> - Responding when his readers hit "reply" and answered those questions.

THE HUMAN APPROACH

The human approach is about building a business by using the internet to do what people do well in real life – connecting with people.

Chris believes in making personal communications and treating your customers like humans. While many traditional businesses still expect to create professional-sounding communications, Chris, like many of our other Money Masters, suggests treating potential customers simply like humans. Talk to them like you would a friend.

6 Ways to Become a Trust Agent: Following the Human Approach

1. *Stand out by being human.* Be the company that actually communicates like humans.
2. Buy from people who act human.
3. *Add human touches* by asking questions to find out about your potential customers' comforts and passions.
4. *Create a human presence for your business.* Use social media sites like Facebook and Twitter. Comment on blogs. Just make sure your pictures on these sites are an accurate resemblance of yourself doing something that is dynamic and real.
5. *Get leverage.* Make a shift in your business to something that's unique and different. Don't get stuck doing the same thing that isn't working. First, earn respect and success for something, then utilize that platform as leverage to start something new.
6. *Always try to be that agent in the middle of everybody, what Chris calls* Agent Zero. Connect with everybody, not just those based in your geographic location. Create product or service bundles with other people so that you can add more value to your customers.

"We should always be listening for an opportunity for someone else, because the minute you put business in somebody else's hands, they don't take you away from the table ever again."

– Chris Brogan

THE HUMAN APPROACH IN ACTION: CASE STUDIES

Case Study #1: HVAC Installers

Chris had a client who was selling installation and maintenance services for heating and ventilation systems. As Chris got to know the client, he realized that its installers were a key differentiator: Customers loved their service.

Chris instructed the HVAC company to film a video, starring its installers. In the video, the installers discussed what matters when it comes to servicing these HVAC systems and what they thought was most important to their customers.

Before Chris, the company had been using the Yellow Pages and cold calling to market and sell their services. Although they kept these strategies to bring in leads, instead of going through a pitch, the sales staff would send prospective customers to this video. Engagement increased, as did sales.

Case Study #2: Sony Electronics

Chris founded a website called Dad-o-Matic, which was a place for dads to share thoughts, post reviews and talk about parenting. Sony Electronics, USA asked Chris to do a bunch of product reviews of digital cameras and other products after seeing his site.

However, instead of simply reviewing the cameras, he came up with projects to engage potential consumers, including:

- *Giving kids digital cameras and asking them to take 100 photos of faces*, hoping that, like kids often do, they would take hilarious photos – ones that that aren't always the most flattering but do provoke a reaction.
- *Giving kids video cameras so they could interview their grandparents* (with a little help from their parents) and create a multigenerational story, instead of just a review.

These human-based product reviews increased Sony's sales by demonstrating that their products were easy to use – even for kids – and fun for the entire family.

"We exist to serve our community. That's the most important mindset to maintain."

– Chris Brogan

THE VALUE OF NETWORKS

By: Chris Brogan

Network: The Old Days

In the old days, a network was your family, your neighbors, your coworkers and a few scattered others. People lived reasonably close to some number of these people, and they knew their comings and goings as intimately as a Facebook News Feed. The people in your network all knew each other from when they were foolish kids. They knew which person wasn't very good at math but was still a very hard worker. If they needed help with something, they could reach out by using mail, by phoning, by "asking around." It took a while, but usually someone could find something.

Network: The New Days

Several of people's "friends" aren't that. They're more like *friendlies*. They agree to be part of people's networks, and now they can reach more people than ever before all over the world. They have different roles, different networks of their own. The difference in the combined sum of what these people know is exponential. They might not know people the way a cousin or a high school teacher would, but they are willing to do some level of information sharing.

What Do I Mean By Networks?

The idea of a network is just that – a connection of things that form something larger in sum. Networked computers mean that anyone can access shared resources and communicate back and forth. Social networks create connectivity between users. Networks in the human sense mean that we have chosen to align ourselves in some form or fashion around common beliefs, goals, values, etc. Organized religion works on the power of networks. So do labor unions. So do governments. Business is ultimately about networks of one kind or another.

What Can a Network Do?

Networks are about sharing resources. It's the same for computers, social networks, human networks and pretty much all other kinds of networks. If someone is looking to build a good network of people, sharing has to be the common link. Networks can help someone raise money quickly. They can direct lots of attention at the same point. They can help someone find a job. They can elect government officials. They can shift power and resources seamlessly.

It's Not a Numbers Game...or Is It?

Some of the value of a network comes from its numbers.

In social networks, I've been fortunate to have a reasonably good number of "friends." Many of these contacts come from attending a lot of conferences. I've also been diligent in meeting lots of people. Still others have come from my blog. And still others have resulted from my work to FORM networks by inviting people to certain social networks, to accept requests from people, to build out the digital structure of such things.

I'll share my philosophies for you to consider as you build your own networks:

- I don't believe in the rule of needing to know someone in real life before adding them to my social network.
- I don't build networks to market to people. I build networks to be helpful and to deliver value in both directions.
- When it comes to networks, I operate under the mantra: "More hands lighten the load."

Tips on Building Valuable Networks

When I use the word "value," I think in terms of the ability to:

- Deliver and receive information.
- Foster development – of networks, information, capabilities, etc.

Here's what's worked best for me:

- *Be friendly and inclusive*. When going to conferences, look for the fringe players, the people who aren't well known but who are interesting. Sometimes, these turn into amazingly wonderful connections.
- *Treat big names like real people.* Oddly, they treat others the same way in return. This comes in handy later, when someone can deliver value.
- *Seek to be helpful.* Always. The more one can do for others, the more that wheel comes around.
- *Connect. Connect. Connect.* Help others find each other. Connect people with other people as often as humanly possible. This keeps the flow moving, and it shows that one cares.
- ***BEWARE** network leeches.* Occasionally, in trying to form communities of useful and sharing people, someone comes along who needs, needs, needs. Learn how to cut that sort away. It's not rude.
- *Recognize that diversity and opportunity are great ways to build something more interesting.* Homogeneous networks are only useful in a narrow scope, meaning: Meet lots of good people from lots of walks of life.

- *Say "thank you."* Often.
- *Always offer to help connect others* to add even more value, if possible.
- *Be as timely as possible.* Help isn't much help if it's too late.
- *Never take credit.* Always assume responsibility. Be as humble as possible.
- *Give often* – and long before ever having to ask for something.

Social Networks and Value

One last point: The power of all these social software applications is that they empower us to communicate rapidly in a one-to-many format – and along the lines of our networks of value.

To that end, be sure to use this to accomplish goals. Make sure to know the size and depth of your personal database. Make sure contacts and connections are well connected through these digital tools. Try to build them all well, and respond quickly to people's needs: Reach the edges of the network, and help others extend out to theirs so that everyone may benefit from the full effect of that work.

And don't be evil. (Easy, right?)

Your Action Plan

Take a minute now to think about Chris's strategies and how you can apply them to your business – or your life.

1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?

2. What are two actions, one big and one small, you can take right now? What will you immediately do today to make the biggest difference in your life?

   Big:

   Small:

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“Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships.”

– Stephen Covey

David Meerman Scott is a marketing strategist, entrepreneur, advisor to emerging companies, VC strategic partner and best-selling author of 10 books, including *The New Rules of Marketing & PR*.

Throughout his career, David has focused on "what's next," with a fascination around the future of how people and organizations can work together. He pioneered the concept of *newsjacking*, which allows businesses of any size to generate significant media coverage, get sales leads and grow their revenue. In 2017, the word gained such popularity that it was added to the *Oxford English Dictionary*.

Today, David teaches people around the world how to implement strategies that will grow their businesses, generate attention for their ideas and market their products and services. He is the creator of New Marketing Mastery, which he developed with Tony Robbins.

David is an avid surfer, and he is the proud owner of a significant collection of artifacts from the Apollo lunar program. He's also a massive live music fan who has seen 751 live shows, each of which he has catalogued carefully in an Excel spreadsheet.

How David Got Started in Marketing

David's first job was on a bond desk, where he learned about the financial markets, specifically real-time price movements, real-time news and real-time action. While observing the bond markets, David discovered that everything that happened in the news affected bond prices almost instantaneously. Good bond traders, he noted, knew how to take advantage of that movement at that precise moment.

Although David left bond trading behind him relatively quickly, he stayed in a field where real-time news mattered. David worked in the online news and information business from 1985 to 2002. During that time, he held executive positions in Knight-Ridder Financial, the real-time financial information division of what was, at the time, a Fortune 200 company.

At the height of the dot-com boom, David became Vice President of Marketing at NewsEdge Corporation, a NASDAQ-traded online news distributor. Drawing on his experience at Knight-Ridder, he quietly created content-rich marketing and PR programs on the internet and became a strong believer in their effectiveness.

Today, David lives in the Boston area with his wife, Yukari. They have one daughter, Reiko, with whom he co-authored the book *Fanocracy: How to Turn Fans into Customers and Customers into Fans*.

Your Most Important Action: Shift Your Mindset

Marketing has changed. Whereas marketers used to operate under ideas like, “I need to grab people and force them into my selling process,” according to David, marketing today is about understanding your buyer personas and creating content designed specifically for them.

In order to embrace this new paradigm, the most important thing business owners need to do is shift their mindset. They need to move from the old ideas about forcing customers through a selling process toward a new philosophy, such as:

“I can create valuable information that will attract people, educate them, inform them and help to solve their problems.”

You might think of this as *attraction marketing* or *inbound marketing*, rather than *outbound marketing*:

- *Outbound marketing:* Creating ads to interrupt people, to get them to pay attention to your message.
- *Inbound marketing:* Creating little nuggets of content that act like breadcrumbs. Your prospects find these breadcrumbs all over the internet, and they lead people back to your website to learn more about your products or services.

The Power of Buying Personas

The success of this new marketing strategy hinges on understanding your buying personas.

Definition

Buying Personas

All the different types of people who will buy your product or service.

For example, consider a hotel. Most hotels market based on their product: the hotel room. But what if you instead marketed based on their buying personas, such as:

- *Independent business travelers*: These customers might focus on the workout facilities and the business center in the hotel.
- *The corporate travel department of a company who's buying 1,000 hotel rooms a year*: These customers will have very different needs, including things like flexible scheduling.
- So will other buying personas, such as *event planners* and a *family on vacation*.

If you understand those buyers – and the content that they might want – then you create that accordingly, then you're going to set yourself up to answer questions that draw customers to you.

Case Study: PURO Hotel Warsaw

This Polish hotel brand targets a hip buyer persona and organizes everything they do around this persona. While they don't explicitly mention their target persona in their copy, you can easily see it in, for example, the hotel's eye-catching interior design. The brand also held a recent social media contest on the Instagram platform, which is known to attract users within this same buyer persona. You can also see this strategy played out on their blog, where one of the entries featured reviews and photographs of a cutting-edge concept: milk bars in Warsaw.

The result? They're the #1 most popular hotel on TripAdvisor. Instead of spending a ton of money advertising in travel magazines and newspapers, they've done the work to attract their buyer persona.

Key Strategy: Don't Ignore the Customers You Don't Have Yet

Many companies do a great job of researching and understanding their existing customers and their buyer personas. Don't forget about 99.99% of the people who are not your customers. There might be personas in that group who make an even better customer for you.

The Art and Science of Newsjacking

David is the creator of *newsjacking* – the art and science of injecting your ideas into a breaking news story to get a ton of free attention for your business.

Here's how it works:

- Every news story breaks, gets momentum and peaks. Then it trails off, and no one's talking about it anymore.
- Look for a news story that you have a legitimate tie to, one that's in your field of expertise, marketplace or geography.
- As the news is breaking – right at that time, not two hours later and not the next day – do a quick blog post, YouTube video or Tweet, and you have the potential to get quoted in the stories that reporters are writing.
- This, in turn, gives you the opportunity to get the attention that can attract customers who might be interested in your related product or service.

To show you how this can work for virtually every business in every industry, take a look at the following examples.

Case Studies: Newsjacking

Oakley and the Chilean Mining Accident

After being underground for 69 days, the Chilean miners had barely been exposed to sunlight, which could create problems during their rescue. Oakley anticipated this challenge, and sent down 33 pairs of sunglasses, one for each miner.

As each miner was rescued, you could see the Oakley logo loud and clear on the sunglasses they wore. The likely spend for Oakley's donation was less than $10,000. After all the news coverage from the event, and it was estimated that Oakley got exposure equivalent to $28 million in advertising spend.

Oreo and the Super Bowl XVLII Blackout

When the lights suddenly went out in the third quarter of the 2013 Super Bowl game that pitted the Baltimore Ravens against the San Francisco 49ers, Oreo took advantage of the moment. The brand immediately sent a Tweet of an image with a picture of an Oreo that said: "You Can Still Dunk in the Dark." In addition to amassing more than 15,000 mentions, it was one of the most buzzworthy ads of the Super Bowl – and the cheapest!

Mitch Jackson – California Trial Lawyer

B2B businesses, even serious ones, can also make newsjacking work for them. Mitch Jackson, of the California firm Jackson & Wilson, makes a regular habit of commenting on legal news stories, including celebrity trials as well as average Joe legal cases involving offenses like texting and driving.

When he spots a news story, Mitch puts out a quick blog. Members of the media regularly use his quotes and contact him for additional input. As a result of his regular use of newsjacking, Mitch has secured cases that have resulted in multi-million dollar settlements for his clients – and significant fees for him.

Trent Silver – Cash for Purses

Small businesses can also benefit from newsjacking. Trent Silver's company, Cash for Purses, buys handbags, fixes them up and resells them to boutiques. Trent's biggest challenge is finding more handbags to rehabilitate. To drive traffic to his website – and generate the stock he needs – he looks to newsjacking.

As one of his strategies, Trent keeps an eye out for celebrity stories and creates a related blog post. For example, when Lindsay Lohan was having money trouble, Trent offered to buy her used handbags.

As a result, he's ended up on websites like the *Huffington Post* and in magazines like *People*. One recent newsjacking success generated 8,000 online inquiries, 18% of which he closed to generate a quarter of a million dollars in business.

Here's why Trent's content is so powerful for the media: Once an outlet breaks the initial story – such as Lindsay's money troubles – they can't quote each other. Each new outlet needs to come up with their own angle. That's where Trent's story comes in. He gives these online properties a new take on a big story.

Key Strategy: Don't Try It Once and Give Up

Many people make the mistake of trying newsjacking once and giving up when it doesn't work.

Instead, think of each attempt at newsjacking the way a venture capitalist thinks of their investments. They invest in 40 companies, with the hopes that one or two will go public and deliver that home run they're looking for. The same is true of newsjacking. Do several because many of them will fail. But when you hit it out of the park, you'll get tremendous return on your investment.

The Importance of Real-Time Marketing

People make buying decisions when they're in state.

Your challenge as a business owner, a marketer and/or a salesperson is to *get them engaged at that moment and get them to take the next step.*

The next step might be to sign up right then. It might be to pick up the phone. Whatever it is, you need to engage your prospects in the moment. Not tomorrow, not next week, but right then.

A study in *Harvard Business Review* offered some evidence to back up this theory. Researchers looked at different lag times after a prospect indicates interest in a product or service.

They discovered that firms that tried to contact potential customers within an hour of receiving a query were nearly seven times as likely to qualify the lead.[1]

If you're one of the few companies that embraces this real-time mentality and responds right away to your prospects, you'll create an almost unfair advantage.

Key Strategy: The Mistake Most People Make with Social Media and Content Marketing

When you're deciding what kind of content to share with your audience, don't make the mistake that many companies make: **They talk about their own products and services way too much.**

Instead, take the time to understand your buyers and create resources that will be valuable to them – content that educates and informs.

Rule of Thumb:

- 85% of your activity on social networks should focus on engaging with other people by sharing external content, commenting, retweeting and replying.
- 10% should be focused on creating your own content.
- Only 5% should be self-promotional.

1 James B. Oldroyd, Kristina McElheran and David Elkington, "The Short Life of Online Sales Leads." HarvardBusinessReview.com. https://hbr.org/2011/03/the-short-life-of-online-sales-leads (accessed December 31, 2019).

The Power of Conflict

Most businesses don't build enough conflict into their stories. Their content and advertisements offer some form of the same old message: "Buy my product. My product is great." That's not much of a story.

This mistake costs them significantly. Conflict gets people to pay attention.

To be fair, David concedes that building conflict into your marketing is challenging. Leverage the following examples to help you engage your prospects by telling stories with conflict embedded in them.

Example: Transforming Your Case Studies

The old (boring) story, which lacks conflict: A particular company had a challenge. They bought Epic software, and everything is great now.

The new story, which builds in conflict: A particular company had a challenge. The main contact at this company was under intense pressure to get it fixed. If she failed, she'd lose her job. Everyone on the executive team had their own opinion as to what she should do. However, she decided to take a risk and trust her gut. With her job on the line, she invested in the Epic software platform. The software was a wild success. It noy only fixed the company's problem but also earned the employee a promotion and a raise.

Key Strategy: Make Your Buyer the Hero of the Story

In the reworked case study, who's the hero of that story? It's the woman who purchased the software solution, not the software company itself.

When you write your content, make sure you're highlighting the right hero in your stories. It's not you. It's your customer.

Example: The Story of Cindy Gordon at Universal Orlando

Use David's story about Cindy Gordon, Vice President of Marketing at Universal Orlando, as a model for building conflict into your own stories:

Cindy's bosses at Universal Studios Florida Theme Park in Orlando came to her one day with a new project. They planned to launch a secret, new theme park in 18 months, and her job was to handle the marketing and promotion of the launch.

The secret project? The Wizarding World of Harry Potter. Although there were rumors, there was no official information released at the time. Instead, it was Cindy's job to share the official news, announcing it to the media and executing the strategy that would attract new visitors. She was given a multi-million dollar budget to work with.

The traditional path would have involved spending a ton of money on press releases, events and traditional advertising.

Instead, Cindy didn't do any of those things. She defied her bosses. She decided not to spend much of her blockbuster budget. Instead, she decided to tell only seven people: the seven most popular Harry Potter bloggers.

She held a secret midnight webcast, available only to people who had an invitation and a special code. On the webcast, Cindy and the main set designer for the Harry Potter films jointly announced the new Wizarding World of Harry Potter. The bloggers were writing their posts before the webcast even finished.

It was a bold move. Cindy told seven bloggers before she told the *New York Times,* the *Wall Street Journal, People* and all the other traditional news and entertainment outlets. They had to get their news from the bloggers.

The results? Within 24 hours, millions and millions of people had seen the news, all of which started from these seven bloggers. All Cindy had to pay for was the webcast production.

Imagine that: Tens of millions of people heard about the new Wizarding World of Harry Potter, and Cindy Gordon made it happen with a miniscule budget – in defiance of her bosses and their plans for promoting the theme park.

Building the Modern Marketing Team

As you explore these new marketing mindsets and strategies, you may decide you don't want to do it alone. So what kind of marketing team will help you execute most effectively in this new marketing paradigm?

David offers two recommendations:

1. **Hire a Journalist, Not a Traditional Marketer**

   People with traditional marketing backgrounds may want to make the mistake mentioned earlier: writing your content all about your products and services, making your company the hero. They also may only be familiar with traditional forms of attention generation.

   In other words, people who have an advertising background tend to be advertisers. People who have a public relations background tend to be PR people. People who have a sales background tend to be sales people.

   So when you're looking to hire someone to help you with content creation, look for someone with a journalism background. Journalists know how to tell stories, so they'll help you create the compelling content that attracts new customers. If they can tell stories through video-based content, photographs and infographics, even better.

2. **Add a Data-Driven Person to Your Team**

   One of the cool things about the internet, David notes, is that it's infinitely measurable, down to the click. With today's tools, you can understand what they're seeing and what they're doing in real time. But what you need is someone who understands that data who can analyze it and help you identify those fundamentals that you should be measuring.

Example: HubSpot's Surprisingly Influential Webpage

Brian Halligan, CEO of HubSpot, a marketing automation software company, told David about a surprising discovery the company made after analyzing their website statistics.

They discovered that 20% of people who signed up over the last three years visited Brian's bio page on the HubSpot website. Their conclusion? Before making a buying decision, people were curious to vet the company's leadership, a realization they never would have had if they'd chosen not to do the website analysis.

NOTES

"Marketing was spending a boatload of money on advertising. Marketing is now understanding your buyers really well, creating the content that will reach them and engaging with them in real time."

– David Meerman Scott

1: Interview with Jeff Walker

Part 1

No.	Title
1	A $100 Leap of Faith
2	Turning the Traditional Sales Letter on Its Side
3	Leveraging the Power of One-to-Many
4	Why Raw & Real Works
5	How to Add Value to Your Audiences

Part 2

No.	Title
6	Getting Momentum in Your Business
7	Leveraging Psychology to Create Excitement Around Your Product
8	How to Sell from a Position of Strength
9	Building Your Business Around Your Lifestyle
10	Jeff's Goals Going Forward

2: Interview with Frank Kern

No.	Title
1	Frank's Unlikely Start in Parrot Training
2	Building Trust by Delivering Results in Advance
3	The Mindset of Doing Business Online
4	Under-the-Radar Marketing Psychology
5	Creating the Desire That Inspires Action
6	Strategies for Businesses in Tough Times
7	Becoming a Celebrity in Your Marketplace
8	Getting What You Really Want in Life

3: Interview with Dean Jackson

Part 1

No.	Title
1	Creating Your Personal Vision of Success
2	Running a Business on Your Own Terms
3	Taking the “You” out of Your Business
4	Getting Leverage with the Freedom Matrix

Part 2

No.	Title
5	The 3 Units of Marketing: Before, During, After
6	Subtle Sales Strategies That Move People to Action
7	The 3 Things That Trigger a Referral
8	Markets with Built-In Momentum

4: Interview with John Reese

Part 1

No.	Title
1	A Fire Inside to Make Money at a Young Age
2	A Turning Point: $107,910 in Debt
3	Missing Out on a Million-Dollar Deal
4	Picking the Niche Where Money Is Already Flowing
5	Using Metrics to Drive Profits

Part 2

No.	Title
6	From Seminar Attendee to Successful Entrepreneur
7	Accomplishing the “Impossible:” $1 Million in a Day
8	The Key to Internet Marketing
9	Why You Need to Stick with the Fundamentals
10	The Secret Behind “Super Happy Fun Days”

5: Interview with Eben Pagan

Part 1

No.	Title
1	From Long-Haired Musician to e-Book Author
2	Building a $25mm Virtual Business
3	Finding Fulfillment Through Contribution
4	Differentiating Yourself to Eradicate the Competition
5	The Inner Game of Entrepreneurship
6	Moving the Free Line
7	Offline & Online Strategies for Getting Started

Part 2

No.	Title
8	The Simple, 3-Question Test for Any Niche
9	Building a Relationship with Your Customer Avatar
10	5 Focus Areas to Go from Start Up to $10mm
11	Why (& How!) You Should Make Yourself Strong First
12	How to Hire Superstars to Grow Your Business
13	The New Wealth & Why It's Exponential

6: Interview with Brendon Burchard

No.	Title
1	The Car Accident That Changed Everything
2	Leveraging the Trust & Credibility of Big Brands
3	Partnering with Corporations as an Entrepreneur
4	Misconceptions About Partnering with Nonprofits
5	Why Your Motive Matters

7: Interview with Marie Forleo

No.	Title
1	From the Stock Exchange to Life Coaching
2	Following New & Unexpected Passions
3	Marie's Advantage: Knowing Her Customers
4	The Spiritual Gangster Formula for Getting Results
5	The Power of Connecting with Your Customers
6	Secrets of the Rich, Happy & Hot Entrepreneur
7	The Power Behind Being a Pro
8	Building a Dream Lifestyle from a Virtual Business

8: Interview with Russell Brunson

No.	Title
1	The Biggest Mistake Most Entrepreneurs Make
2	Russell's 1st Product: The Potato Gun DVD
3	Growing Your Business by Leveraging Information
4	How Business Really Works over the Internet
5	Why Adding Value Keeps People Coming Back
6	The Power of "Free"

9: Interview with John Carlton

Part 1

No.	Title
1	The Most Ripped-Off and Respected Writer Online
2	The Psychology of Guarantees
3	How to Beat Writer's Block
4	How the Library Kicked off John's Career
5	Why Secretaries Are Key to a Great Hook

Part 2

No.	Title
6	Building an Effective Customer Avatar
7	Uncovering the Real Reason People Buy
8	Hooks That Create Pattern Interrupts
9	Bold Promises That Differentiate You from the Competition
10	The Importance of Enjoying the Feast

10: Interview with Mike Koenigs

Part 1

No.	Title
1	The Classic "If I Can Do It, So Can You" Story
2	What Every Business Needs
3	The 10x10x4 System for Getting More Customers
4	Using Information Marketing to Create Raving Fans
5	Creating Testimonials That Feel Real

Part 2

No.	Title
6	Understanding Money as a Magnificent Lever
7	Relationships: The New Economy
8	Flattening the Playing Field for Small Businesses
9	Strategies to Shift the Quality of Your Life

11: Interview with Chris Brogan

No.	Title
1	Using the Internet to Forge Real Connections
2	Understanding Your Home Base vs. Outposts
3	The Power of Being at “the Elbow” of Every Deal
4	Why Being Human in Business Is So Important
5	How to Stand Out in a Crowded World
6	An Unexpected Source for Customers: Listening
7	Why Every Company Is a Media Company

12: Interview with David Meerman Scott

No.	Title
1	Attracting New Customers Through Buyer Personas
2	Generating Free Attention Through Newsjacking
3	Your Competitive Edge: Real-Time Marketing
4	The Biggest Mistake Most Businesses Make
5	Using the Power of Conflict to Tell a Better Story